

Gout-often overlooked-can be effectively treated



PROPENECIA

Gout is often easier to treat than to diagnose. Sudden soft tissue swelling, acute joint inflammation, urate calculi—all may be indicative of early gout. A family history of gout is also highly suggestive.

BENEMID gives gratifying results in the management of chronic gout and prolongs the intervals between acute attacks. Excretion of uric acid increases; high serum uric acid levels tend to become normal; inflammation decreases; the formation of tophi may be prevented and those present may become smaller.



MERCK SHARP & DOHME

DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.

Supplied: in 0.5 Gm. tablets. Dosage 1 to 4 tablets daily.

for a spastic gut *



Spastic conditions of abdominal viscera can be promptly relaxed with Trasentine®-Phenobarbital. It acts both on smooth muscle and parasympathetic nerves; it has a direct anesthetic effect on gastrointestinal mucosa; it calms the patient as a whole. You can prescribe Trasentine-Phenobarbital to alleviate pain and spasm in ulcers, colitis, cholecystitis, pylorospasm, ureteral colic or dysmenorrhea. Tablets (yellow, coated), each containing 50 mg. Trasentine® hydrochloride (adiphenine hydrochloride CIBA) and 20 mg. phenobarbital. C I B A Summit, N.J.



just two tablets at bedtime

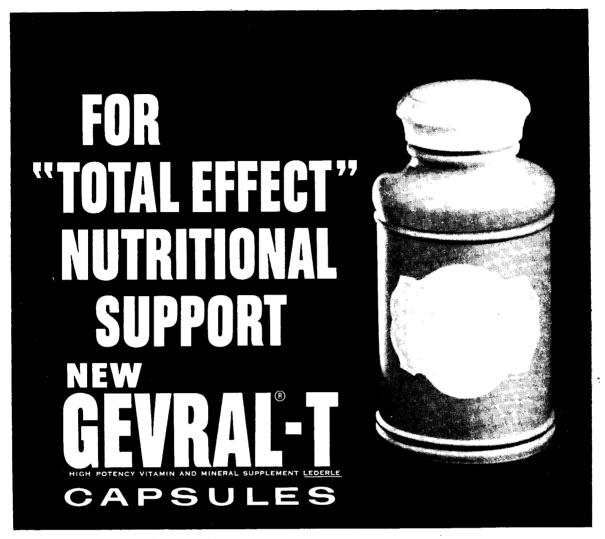
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rauwolfia response
virtually free from side actions





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ALL THE FAT-SOLUBLE VITAMINS... including $K\ldots$ in ample amounts.

plus Folic Acid, Vitamin C, and Iron.

A FULL B-COMPLEX COMPONENT ... in high dosage quantities

AMINO ACID SUPPLEMENT, I-Lysine ... for fuller utilization of ingested protein.

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12 IMPORTANT MINERALS AND TRACE ELEMENTS

Your patients get even more nutritional support for their money with economical Gevral $T\ldots$ supplied in an attractive, on-the-table jar.

Each capsule contains:

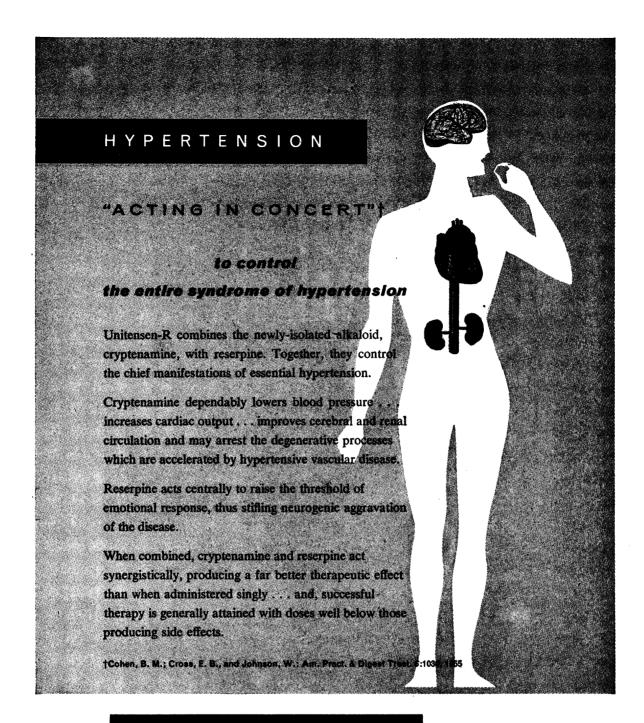
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Calcium (as CaHPO ₄)	107 mg.
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Potassium (as K ₂ SO ₄)	5 mg.
Iodine (as KI) Boron (as Na ₂ B ₄ O ₇ ·10H ₂ O) Copper (as CuO)	0.15 mg.
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Copper (as CuO)	1 mg.
Manganese (as MnO ₂)	i mg.
Fluorine (as CaF ₂)	
Zinc (as ZnO)	1.5 mg.
Molybdenum (as Na2MoO4.2H2O)	0.2 mg.
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Inositol	25 mg.
1-Lysine Monohydrochloride	25 mg.
Rutin Purified Intrinsic Factor Concentrate	25 mg.
Purified Intrinsic Factor Concentrate	0.5 mg.

DOSAGE: 1 capsule daily for the treatment of vitamin and mineral deficiencies, or more as indicated.

SUPPLIED: Bottles of 100 capsules.

LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, N. Y.



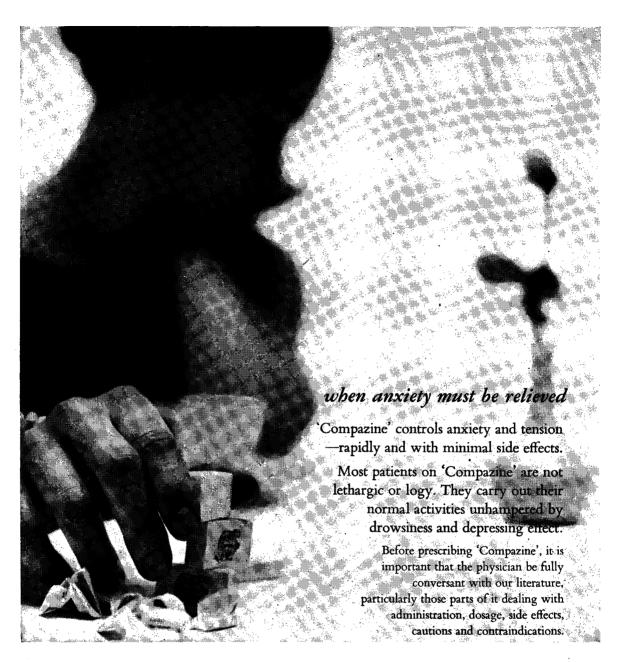


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To serve your patients today—call your pharmacist for any additional information you may need to help you prescribe Unitensen-R.

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Bibliography. Orgain, E. S.: Postgrad. Med. 17:318, 1955. Finnerty, F. A.: Am. J. Med. 17:829, 1954. McCall, N. L.; Sass, D. K.; Wagstaff, C., and Cutler, J.: Obst. and Gynec. 6:297, 1955. Cohen, B. M.: New York State J. Med. 55:653, 1955. La Barbera, J. F.: Med. Rec. and Annals 50:242, 1956. Voskian, J.; Assali, N. S., and Noll, L.: Surg., Gynec. and Obst. 102:37, 1955. Crisp, W. E., and McCall, M. L.: Am. Pract. and Digest Treat. 7:620, 1956. Finnerty, F. A.: Am. J. M. Sc. 229:379, 1955.



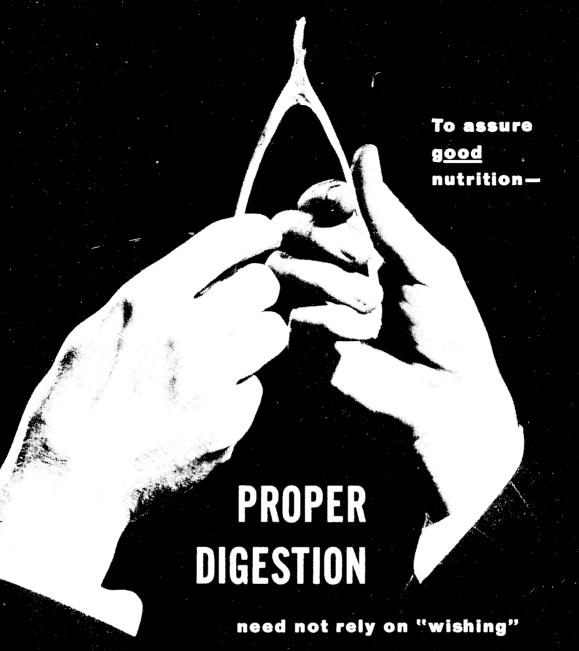
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available:

Tablets, 5 mg., 10 mg. and, primarily for use in hospitalized psychiatric patients, 25 mg. tablets; Ampuls, 10 mg. (2 cc.); and Spansule® sustained release capsules, 10 mg. and 15 mg.

the tranquilizer remarkable for its freedom from drowsiness and depressing effect

Smith, Kline & French Laboratories, Philadelphia *T.M. Reg. U.S. Pat. Off. for prochlorperazine, S.K.F.



Each double-layered Entozyme

Pepsin, N.F. 250 mg.

— released in the stomach from gastric-soluble outer coating of tablet.

Pancreatin, U.S.P. 300 mg.

A. H. ROBINS CO., INC. Richmond 20, Virginia

As a comprehensive supplement to deficient natural secretion of digestive enzymes, particularly in older patients, ENTOZYME effectively improves nutrition by bridging the gap between adequate ingestion and proper digestion. Among patients of all ages, it has proved helpful in chronic cholecystitis, post-cholecystectomy syndrome, subtotal gastrectomy, pancreatitis, dyspepsia, food intolerance, flatulence, nausea and chronic nutritional disturbances.

For comprehensive digestive enzyme replacement—

ATT



Delta-Cortef* for inflammation, neomycin for infection:

TOPICAL OINTMENT

Each gram contains:

Delta-1-hydrocortisone acetate

5 mg. (0.5%)

Neomycin sulfate -.... 5 mg.

(equiv. to 3.5 mg. neomycin base)

Methylparaben 0.2 mg.

Butyl-p-hydroxybenzoate

Supplied: 5-gram tubes

EYE-EAR OINTMENT

Each gram contains:

Delta-1-hydrocortisone acetate

2.5 mg. (0.25%)

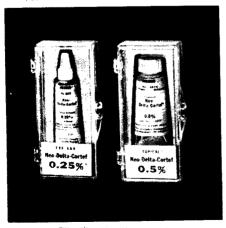
Neomycin sulfate 5 mg.

(equiv. to 3.5 mg. neomycin base)

Supplied: 1/8 oz. tubes with applicator tip

TTRADEMARK FOR THE UPJOHN BRAND OF PREDNISOLONE ACETATE WITH HEOMYCIN SULFATE

The Upjohn Company, Kalamazoo, Michigan



On Research Project CL19823:

Creating a major drug with great new promise*

Coming soon from Lederle

DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, NEW YORK





2 IBEROL Filmtabs a day supply:

THE RIGHT AMOUNT OF IRON

PLUS THE COMPLETE B COMPLEX

Calcium Pantothenate.....

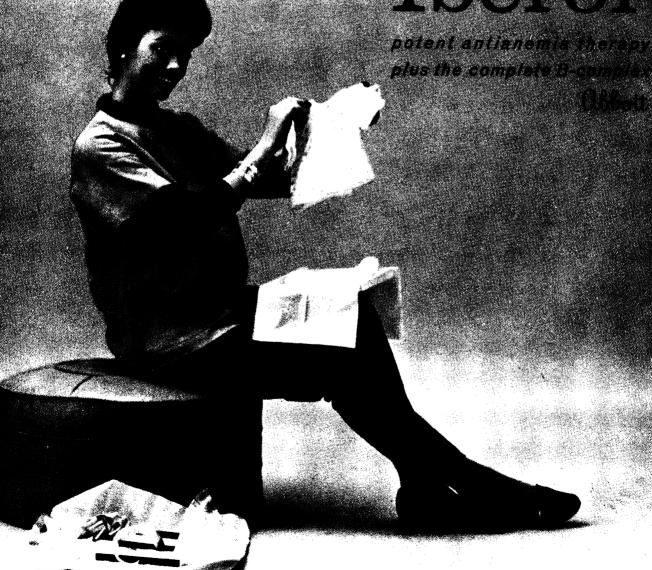
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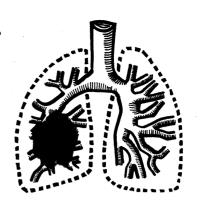
anemia of pregnancy

another indication for





For the complications of Asian flu



GANTRICILLIN

provides Gantrisin plus penicillin

in a single tablet....



for control of both gram-positive and gram-negative secondary

invaders.

Gantricillin 300 for potent therapy (0.5 Gm Gantrisin plus 300,000 units penicillin).

Gantricillin Acetyl 200 suspension for pediatric use (0.5 Gm Gantrisin in the form of Gantrisin Acetyl plus 200,000 units penicillin per 5 cc).

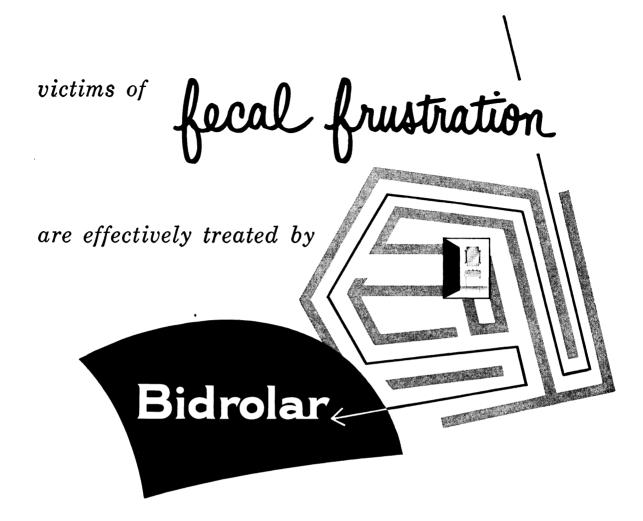
Gantricillin 100 for mild infections (0.5 Gm Gantrisin plus 100,000 units penicillin).

Gantricillin®; Gantrisin®-brand of sulfisoxazole

ROCHE LABORATORIES

DIVISION OF HOFFMANN-LA ROCHE INC

Nutley 10 • New Jersey



Bidrolar combines a natural laxative with an effective stool softener. It provides effective combination therapy without the use of irritating bowel evacuants and without the disadvantages and lack of peristaltic action noted with the use of stool softeners alone.

Each Bidrolar tablet provides ox bile, 60 mg.—a peristaltic stimulant that produces natural laxation without irritating the bowel... and dioctyl sodium sulfosuccinate, 40 mg.— an effective stool softener that keeps feces soft for easy evacuation.

in facal frustration Bidrolar is naturally better





"...it is imperative to treat all urinary tract infections in children as a serious disease, one that may involve the renal parenchyma and produce renal failure in adult life."

FURADANTIN® brand of nitrofurantoin

In children, since "chronic urinary infection is generally the sequel of inadequately treated acute infection," prompt and adequate therapy with FURADANTIN can prevent irreparable renal damage. FURADANTIN also "has been a safe and effective therapeutic and prophylactic drug for chronic urinary tract infection. ... We feel the drug should be continued prophylactically for a minimum of several months after the urine has been sterilized." 1

FURADANTIN has "yielded a number of striking results in clearing up resistant infections [in children] particularly with A. aerogenes, Pseudomonas aeruginosa, and a few cases of B. proteus. It is generally well tolerated in the recommended dosage schedule."⁴

In the treatment of Proteus infections, "Furadantin Pediatric Suspension [Oral Suspension] 1 teaspoonful four times daily, is the most satisfactory medication, if tolerated. . . . It can be given over a long period without ill effects and is excreted in large amounts in the urine." In one study, Furadantin proved much more effective than any other drug used previously in the treatment of Proteus infections. "We feel that this is especially important since P. vulgaris infections occur rather commonly in infants and children."

In addition to unexcelled effectiveness against a wide range of gram-positive and gram-negative bacteria, FURADANTIN has a wide margin of safety. Well tolerated, FURADANTIN has proven nontoxic to kidneys, liver and blood-forming organs. No cases of monilial superinfection, crystalluria, or staphylococcic enteritis have ever been reported. In 6 years of extensive use, development of bacterial resistance remains negligible.

AVERAGE FURADANTIN DOSAGE

FURADANTIN ORAL SUSPENSION (25 mg. per 5 cc. tsp.): Average daily dose for children between 15 and 75 lbs., using 5 cc. teaspoon, is given below. Administered 4 times daily with food or milk, it is readily miscible with water, infants' formulae, milk or fruit juices.

Supplied: Bottle of 60 cc.

FURADANTIN TABLETS: Average dose for children is 5 to 7 mg. per Kg. (2.3 to 3.2 mg. per lb.) in 4 divided doses daily.

Supplied: Tablets of 50 mg. and 100 mg., bottles of 25 and 100.

NOW for hospitalized patients, for severe urinary tract infections when peroral administration of FURADANTIN is not feasible and for serious infections as septicemia (bacteremia) when the bacterium is sensitive.

NEW, LIFESAVING FURADANTIN Intravenous Solution

REFERENCES: 1. Marshall, M., Jr., and Johnson, S. H., III.: J. Urol., Balt. 76:123, 1956. 2. Johnson, S. H., III, and Marshall, M. Jr.: A. M. A. Am. J. Dis. Child. 89:199, 1955. 3. Campbell, M. F.: Modern Med. 24:85, 1956. 4. Engel, W. J.: Med. Clin. N. America, p. 965 (July) 1955. 5. Carroll, G.: Pediat. Clin. N. America, p. 781 (Aug.) 1955.

FURADANTIN SENSI-DISCS

for bacterial sensitivity tests are available from Baltimore Biological Laboratories.



NITROFURANS...a new class of antimicrobials... neither antibiotics nor sulfonamides

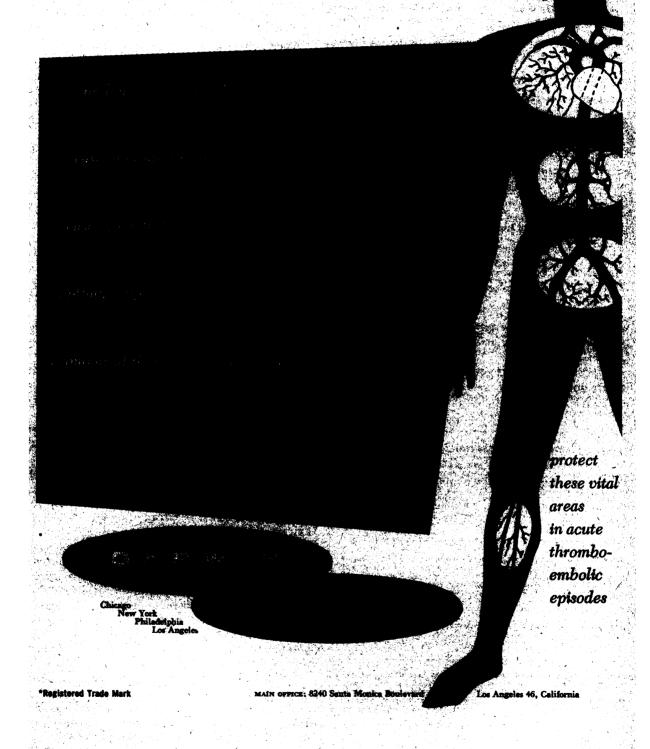
EATON LABORATORIES, NORWICH, N.Y.



multi-benefits of

LIPO-HEPIN 200

sodium heparin U.S.P. aqueous



ACHROCIDIN is indicated for prompt control of undifferentiated upper respiratory infections in the presence of questionable middle ear, pulmonary, nephritic, or rheumatic signs; during respiratory epidemics; when bacterial complications are observed or expected from the patient's history.

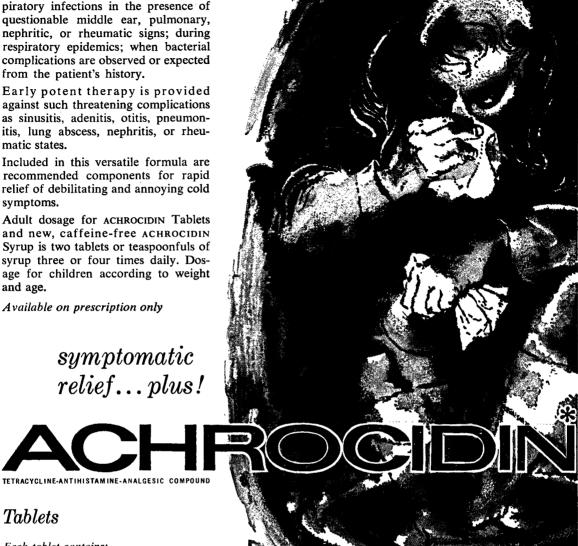
Early potent therapy is provided against such threatening complications as sinusitis, adenitis, otitis, pneumonitis, lung abscess, nephritis, or rheumatic states.

Included in this versatile formula are recommended components for rapid relief of debilitating and annoying cold symptoms.

Adult dosage for ACHROCIDIN Tablets and new, caffeine-free ACHROCIDIN Syrup is two tablets or teaspoonfuls of syrup three or four times daily. Dosage for children according to weight and age.

Available on prescription only

symptomaticrelief...plus!



Tablets

Each tablet contains:

Dutit two its to illinois	
ACHROMYCIN® Tetracycline	125 mg.
Phenacetin	120 mg.
Caffeine	30 mg.
Salicylamide	150 mg.
Chlorothen Citrate	25 mg.

Syrup

Each teaspoonful (5 cc.) contains:

ACHROMYCIN® Tetracycline equivalent to tetracycline HCl	125 mg.
Phenacetin	120 mg.
Salicylamide	150 mg.
Ascorbic Acid (C)	25 mg.
Pyrilamine Maleate	15 mg.
Methylparaben	4 mg.
Propylparaben	1 mg.



LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, NEW YORK

relieves spasm pain...the superior antacid with antispasmodic* action...no atropine or belladonna-like side effects.¹ controls acid... the preferred antacid... neutralizes hyperacidity promptly.² promotes healing... the protective antacid... provides a soothing coating that covers the ulcerated area.³ halts erosion... the preventive antacid... antienzyme action curbs necrotic effects of pepsin and lysozyme.⁴ dosage: Adults: 2 to 4 teaspoonfuls Gel.or 1 to 2 Tablets (should be chewed), every three hours as needed. Children: 1 or 2 teaspoonfuls Gel t.i.d.

*Bentyl-Merrell's quick-acting and safe antispasmodic.

1. McHardy, G. and Browne, D.: South. M. J. 45:1139, 1952. 2. Hufford, A. R.: Rev. Gastroenterol. 18:588, 1951. 3. Johnston, R. L.: J. Indiana M. A. 46:869, 1953. 4. Miller, B. N.: J. South Carolina M. A. 48:245, 1952.



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TRADEMARKS:

Each 10 cc. of KOLANTYL Gel or each KOLANTYL tablet contains: Bentyl Hydrochloride 5 mg., Aluminum Hydroxide Gel 400 mg., Magnesium Oxide 200 mg., Sodium Sulfate 25 mg., Methylcellulose 100 mg.

KNOX PROTEIN PREVIEWS

TWO NEW

CLINICAL

REPORTS

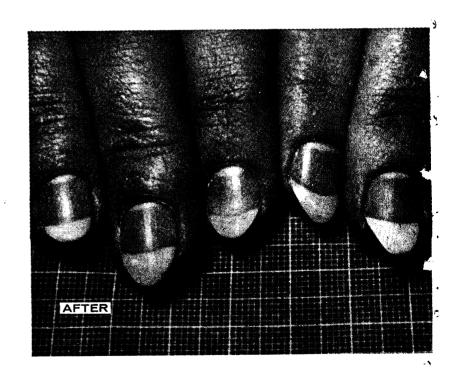
REAFFIRM

THE



BENEFITS OF GELATINE FOR





Evidence continues to accumulate verifying the effectiveness of Gelatine in the treatment of brittle fingernails. Investigators report that the nails show objective evidence of improvement.^{1,2,3,4} Furthermore, patients often volunteer that their nails "feel stronger," "look smoother," and "I can pick up things without them hurting," Evidently the subjective sensations associated with improvement are nearly as important to some patients as the positive physical change in the nails appearance.

Improvement Noted in 81% of Patients

See the chart below for a summary of the effect of Knox Gelatine in brittle fingernails as observed in all published reports. Photographic evidence of improvement, much of it in color taken before and during treatment, is available for most of the patients. 1.2.3 Please note, however, that where Gelatine was used in the treatment of pathological conditions associated with brittle fingernails only in psoriasis did the data show definite improvement. 1.3.4

Response to Gelatine in Brittle Fingernalis

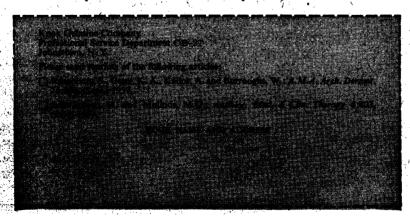
References	Dosage	Duration of treatment	No. patients w/ brittle nails	No. patients improved	No. patients w/ brittle nails and other pathology	No. patients improved
1. Rosenberg, S., Oster, K. A., Kallos, A. and Burroughs, W.: A.M.A. Arch. Dermat. 78:330, (September) 1957	7 Gm./ day	3 months	50	43 (86%)	32°	9
2. Schwimmer, M. and Mutings, M. G.: Antibiot. Med. & Clin. Therapy 4:403, (July) 1957	7.5 Gm./ day	11-16 weeks	18	15 (83%)		
3. Rosenberg, S. and Oster, K. A.: Conn. State Med. J 19:171, (March) 1955	7 to 21 Gm./day	15 weeks	36	26º (72%)		
4. Tyson, T. L.: J. Invest. Dermat. 14:323, (May) 1950	7 Gm./day	13 weeks	12	10: (83%)		
Totals	7-21 Gm.	11-16 weeks	116	94 (81%)	32	9 (28%)

- a. Gelatine improved psoriatic nails in 5 out of 12 cases. In onychomycosis and other pathological conditions of the nail it was of no appreciable help.
- b. Of the failures, 2 had congenital disease of the nails, 3 were diabetics and 3 took the medication for less than one month.
- c. One patient with psoriasis and arthritis and one patient with psoriasiform nail changes showed improvement in 2 and 3 months respectively.

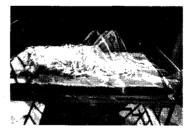
BRITTLE FINGERNAILS

Important Note

The pharmacodynamic effects of Gelatine are manifested through its high Specific Dynamic Action, and therefore, depend upon adequate and prolonged intake. All published clinical research has been conducted using 7 to 21 grams (1-3 envelopes) of Knox Gelatine per day for the three to four months that are required for complete regrowth of the nails. Smaller dosage would induce a lesser specific dynamic action and thus prove ineffectual in correcting the brittle nail defects. More detailed information on brittle fingernails and reprints of the two more recent clinical reports are available on request. Please use the attached coupon.



sleep for the sleepless $m{st}$



The stroboscopic photo shows movements of restless sleeper (28-year-old male) after placebo. The following night the same patient was given nonbarbiturate Doriden 0.5 Gm. at bedtime. The result was an approximate 50 per cent reduction in overt motion and restlessness. Doriden® (glutethimide CIBA) acts within 15 to 30 minutes; induces 4 to 8 hours of sound, natural sleep; rarely causes morning hangover. C I B A Summit, N. J.

safe...for your little patients, too

"å definite relaxant effect"

With NOSTYN "... almost without exception the children responded by becoming more amenable, quieter and less restless." 1

without depression, drowsiness, motor incoordination

"The most striking feature is that this drug does not act as a hypnotic...." "No toxic sideeffects were noted, with particular attention being paid to the hematopoietic system."

dosage: Children: 150 mg. (½ tablet) three or four times daily. Adults: 150-300 mg. (½ to 1 tablet) three or four times daily.

supplied: 300 mg. scored tablets, bottles of 48 and 500.

(1) Asung, C. L.; Charcowa, A. I., and Villa, A. R. Sea Yiew Hosp. Bull. 16:80, 1956. (2) Asung, C. L.; Charcowa, A. I., and Villa, A. R. New York J. Med. 57; 1911 (June 1) 1957. (3) Report on Field Screening of Nostyn by 99 Physicians in 1,000 Patients, June, 1956.



AMES COMPANY, INC · ELKHART, INDIANA

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calmative nostyn°

Ectylurea, AMES (2-ethyl-cis-crotonylurea)

"of value in the hyperactive as well as the emotionally unstable child"



Whenever tetracycline therapy
is indicated –

Every clinical consideration recommends Tetrex

NOW...for the first time in tetracycline history!

significant



TETRACYCLINE PHOSPHATE COMPLEX

3



24-hour blood levels

on a **SINGLE** intramuscular dose, in minimal injection volume

This achievement is made possible by the unique solubility of Tetrex (tetracycline phosphate complex), which permits *more* antibiotic to be incorporated in *less* volume of diluent. Clinical studies have shown that injections are well tolerated, with no more pain on injection than with previous, less concentrated formulations.

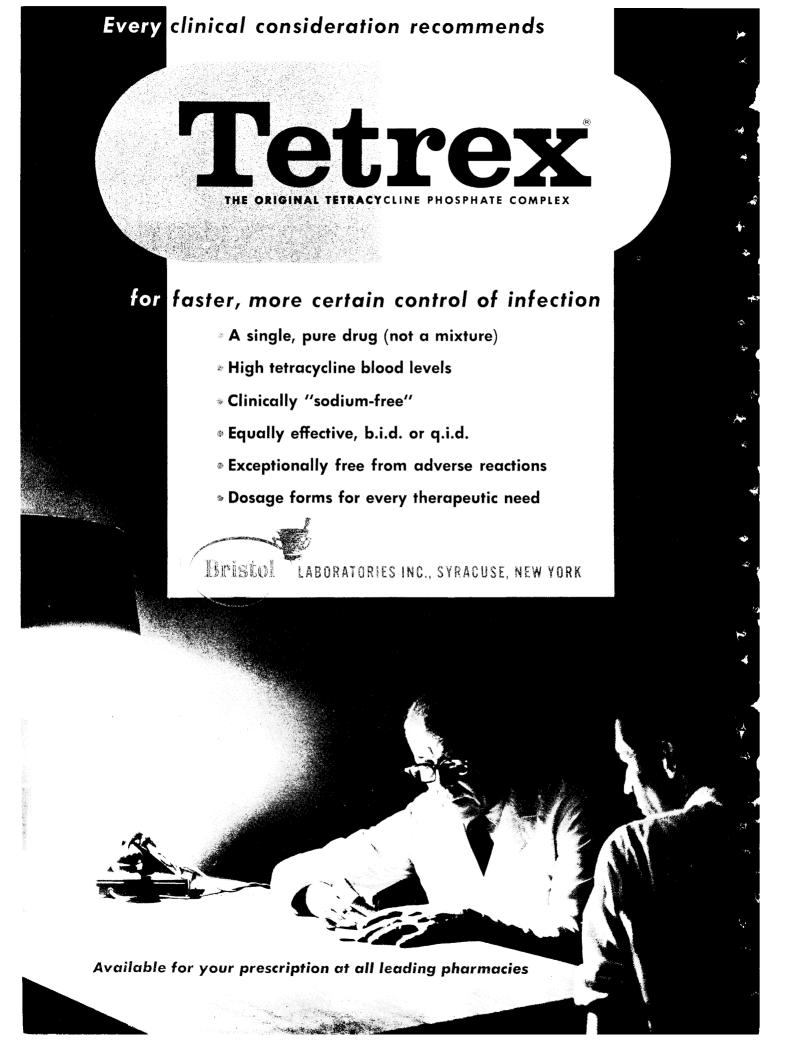
TETREX Intramuscular '250' can be reconstituted for injection by adding 1.6 cc. of sterile distilled water or normal saline, to make a total injection volume of 2.0 cc. When the entire 250 mg. are to be injected, and minimal volume is desired, as little as 1.0 cc. of diluent need be used. (Full instructions for administration and dosage for adults and children, accompany packaged vial.)

Each one-dose vial of TETREX Intramuscular '250' contains:

SUPPLY: Single-dose vials containing Tetrex — tetracycline phosphate complex — each equivalent to 250 mg. tetracycline HCl activity. Also available in 100-mg. single-dose vials.

INTRAMUSCULAR 250' WITH XYLOCAINE

BRISTOL LABORATORIES INC., SYRACUSE, NEW YORK



advantages

"over other accepted

local applications"

in treating wounds and burns

DESITIN OINTMENT

- tubes of 1 oz., 2 oz., 4 oz., and 1 lb. jars.
- 1. helps achieve "early, clean and healthy healing".
- serves to protect the wound from mechanical and chemical injury, and from bacterial contamination.
- 3. helps check infection.
- 4. "there is no need to sterilize" Desitin Ointment.
- vitamins A and D plus unsaturated fatty acids of cod liver oil ointment stimulate healthy granulation.
- **6** it is bland, soothing, non-irritating.
- **7** healing time shortened, nursing care facilitated.

samples and new reprint1 upon request

DESITIN CHEMICAL COMPANY

812 Branch Ave., Providence 4, R. I.

1. Grayzel, H. G., and Schapiro, S.: Western J. Surg., Obstet. & Gynec., Oct. 1956.



stops vertigo

in 9 out of 10 patients'

AND

A GLANCE AT

THE FORMULA

SHOWS

2 REASONS

WHY...

Each tablet contains:

MECLIZINE (12.5 mg.)

— the most effective of the antihistaminics in the control of labyrinthine sensitivity²



NICOTINIC ACID (50 mg.)

 a proven vasodilator used frequently in treating vertigo³

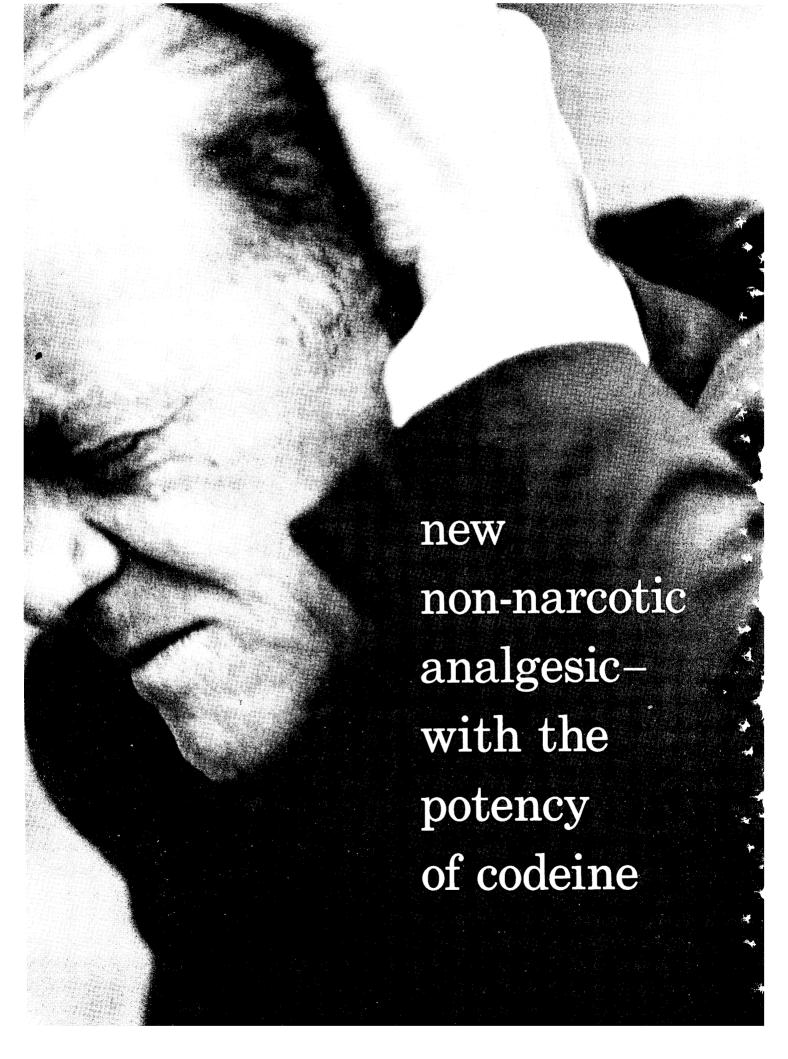
Dosage: One tablet t.i.d. before meals. In bottles of 100 blue and white scored tablets. Prescription only.

ANTIVERT in the aged

Vertigo is one of the leading complaints in the aged. Help your elderly vertiginous patients with ANTIVERT.

References: 1. Menger, H. C.: Clin. Med. 4:313 (March) 1957. 2. Charles, C. M.: Geriatrics 2:110 (March) 1956. 3. Shuster, B. H.: Med. Clin. of N. Amer. 40:1787 (Nov.) 1956.





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(Dextro Propoxyphene Hydrochloride, Lilly)

is a new, chemically different analgesic developed in the Lilly Research Laboratories. 'Darvon' is equally as potent as codeine yet much better tolerated. Clinically useful doses do not produce euphoria, tolerance, or physical dependence. Side-effects, such as nausea and constipation, are minimal. You will find 'Darvon' of value in any disease associated with pain. 'Darvon' is available in 32-mg. and 65-mg. pulvules.

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further intensifies analgesic effectiveness by combining the analgesic action of 'Darvon' with the antipyretic and anti-inflammatory benefits of 'A.S.A. Compound.'* It is particularly useful in relieving pain associated with recurrent or chronic disease, such as neuralgia, neuritis, or arthritis, as well as acute pain of traumatic origin. In a study of 101 patients, Gruber¹ has shown that, even after prolonged administration, no loss of analgesic potency occurs with 'Darvon.' No contraindications have been reported.

Each Pulvule 'Darvon Compound' provides:

	<i>`Darvon'</i>
	Acetophenetidin
	'A.S.A.' (Acetylsalicylic Acid, Lilly)
	Caffeine
Dosage:	'Darvon Compound'—1 or 2 pulvules every six hours as needed for pain.
	'Darvon'—32 mg. every four hours or 65 mg. every six hours as needed for pain.
	*'A.S.A. Compound' (Acetylsalicylic Acid and Acetophenetidin Compound, Lilly)

1. Gruber, C. M., Jr.: J.A.M.A., 164: 966 (June 29), 1957.

In bottles of 100 at pharmacies everywhere.



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Ą.	Emotional Stabilization	ATARAXOID includes control of fear, anxiety	ATARAXOID includes control of fear, anxiety	only ATARAXOID provides the unique, specific, consistently effective tranquilizer, ATARAX
1	Clinical Control	tranquilization enhances prednisolone effect for superior improvement	tranquilization eases muscle tension (relieving aching and stiffness) precludes anxiety-induced flare-ups enhanced corticoid control frequently superior	tranquilizer enhancing effect is more consistentestablished by outstanding results in 94% of 919 cases*
*	Dosage Levels	corticoid requirements are frequently reduced by 25-50%	corticoid maintenance levels compare favorably; often lower	tranquilizer dosage levels are the lowestmore consistent tranquilization often permits lower corticoid dosage
*** ***	Toleration	corticoid side effects are significantly reduced or elimi- nated	ro salicylate side effectsreduced corticoid side effects compare favorably	tranquilizer control is the safest — and free of mental "fogging"reduction of corticoid complications more consistent
, }~	Patient Management	tranquilization greatly facili- tates cooperation	tranquilization greatly facili- tates cooperation	more consistent, uncompli- cated tranquilization means better cooperation

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scored green tablets, 5.0 mg, pred nisologie and 10 mg, hydroxytims hydroxhloride; bethles of 30 and 100 Character 2 -

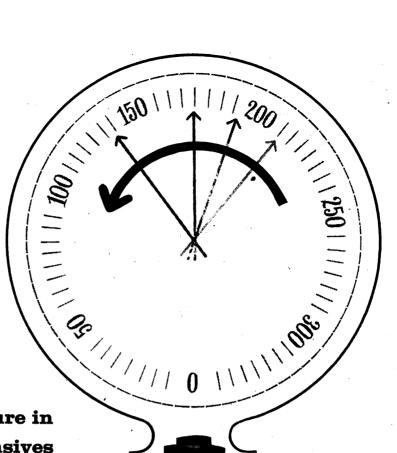
stored tille Limits, 2.5 mg, prednisations and 10 mg, hydroxyains hydrochlaride bottles of 30 mg, 100

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And when an appetite-curbing agent is necessary to help bring about weight loss in obese hypertensives, many physicians prefer 'Dexedrine' because it has little or no pressor effect in the usual dosages.²

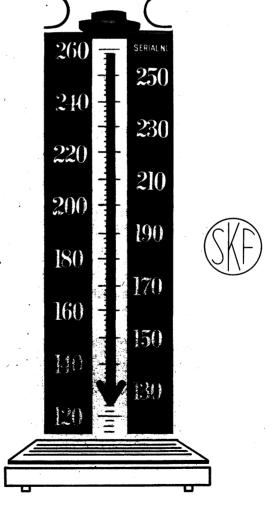
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- 1. Ferguson, H.E.: Virginia M. Monthly 76:222
- 2. Roberts, E.: Am. Pract. & Dig. Treat. 5:608
- *T.M. Reg. U.S. Pat. Off.



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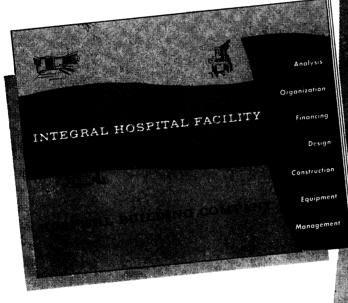
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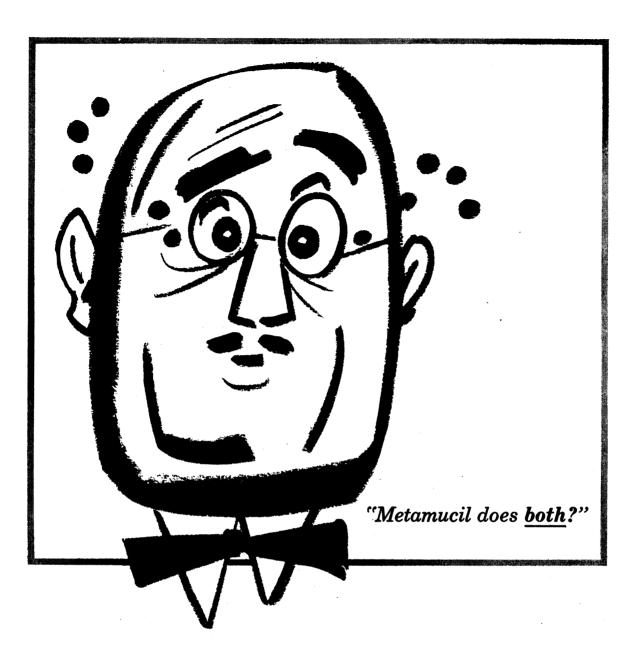
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Caffeine		•		•		•	:	•	•				•	•	•	•	•	•	•	•	gr.	1/2

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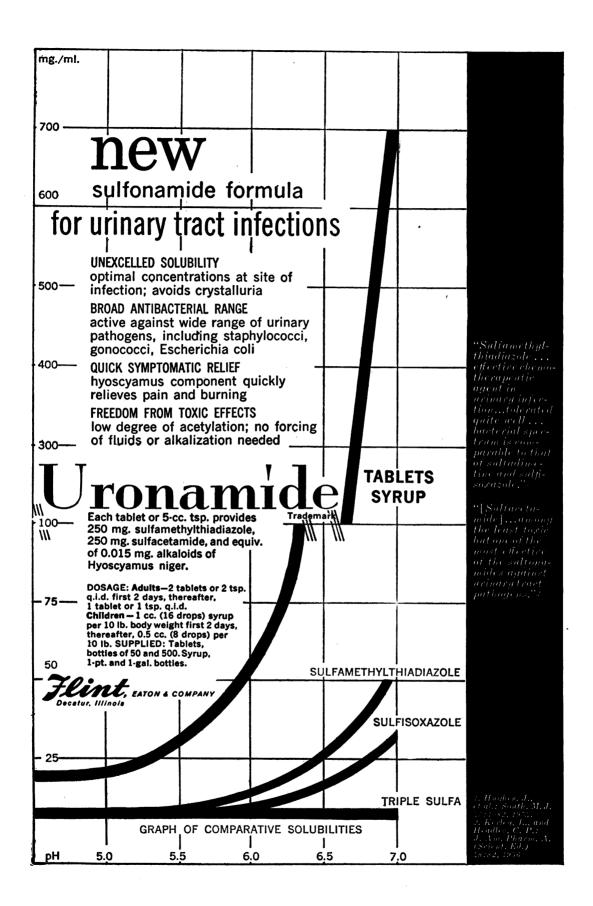
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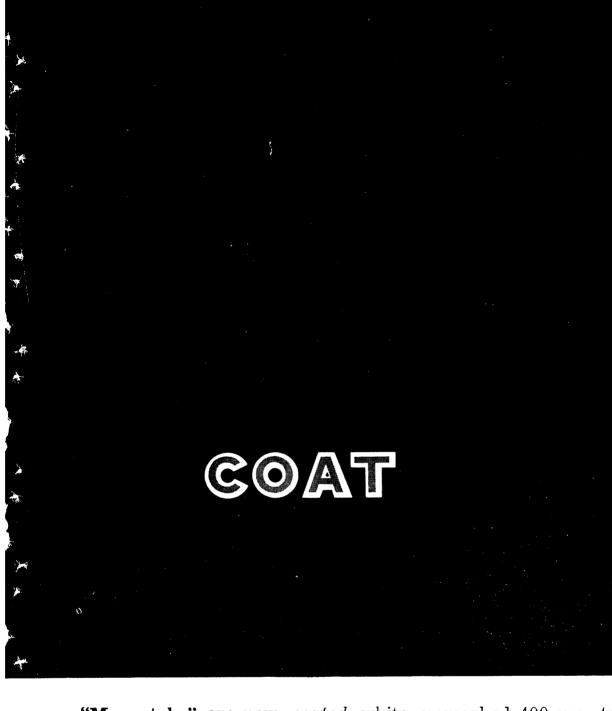
Phenobarbital .												gr. 1/4
Acetophenetidin												gr. $2\frac{1}{2}$
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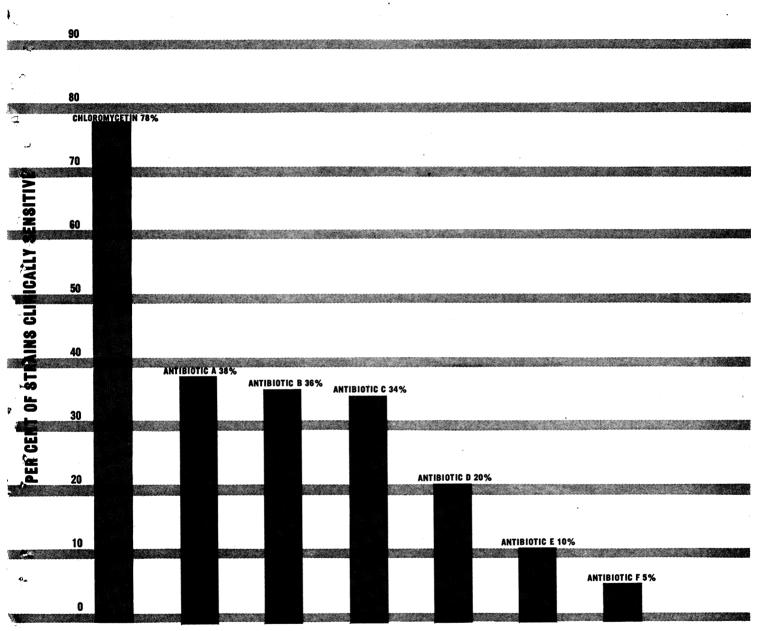
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COMPARATIVE SENSITIVITY OF MIXED PROTEUS SPECIES TO CHLOROMYCETIN AND SIX OTHER WIDELY USED ANTIBIOTIC AGENTS*



^{*}This graph is adapted from Waisbren and Strelitzer. 15 It represents in vitro data obtained with clinical material isolated between the years 1951 and 1956. Inhibitory concentrations, ranging from 3 to 25 mcg. per ml., were selected on the basis of usual clinical sensitivity.

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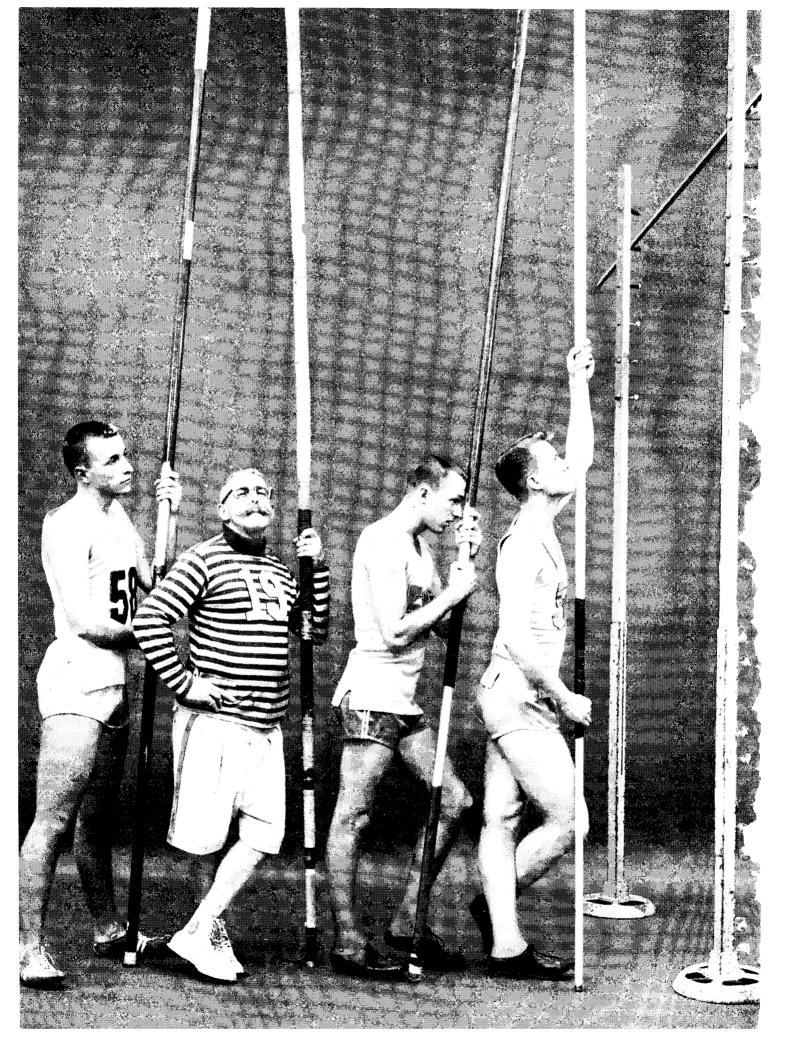
1, Knesck, H. J.; J. Am, Geriat, Soc. 4:877 (Sept.) 1956



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Vitamin B-6	0.375	mg.
Vitamin B-12 with Intrinsic	0.575	····g
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- Contact: Phil R. Manning, M.D., Director, Postgraduate Division, University of Southern California School of Medicine, 2025 Zonal Avenue, Los Angeles 33. CApital 5-1511.

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CALIFORNIA MEDICAL ASSOCIATION POSTGRADUATE COURSES

POSTGRADUATE INSTITUTES-1958

- SAN BERNARDINO, RIVERSIDE AND ORANGE COUNTIES, in cooperation with College of Medical Evangelists, Arrowhead Springs Hotel, San Bernardino County, February 13 and 14, 1958. Chairman: Elmer O. Carlson, M.D., 756 N. Euclid Ave., Ontario.
- WEST COAST COUNTIES, in cooperation with UCLA School of Medicine, Golden Bough Theater and La Playa Hotel, Carmel, March 6 and 7, 1958. Chairman: Howard C. Miles, M.D., 535 E. Romie Lane, Salinas.
- SAN JOAQUIN VALLEY COUNTIES, in cooperation with Stanford University School of Medicine, Hotel Californian, Fresno, March 20 and 21, 1958. Chairman: Henry L. Tiesche, M.D., 1759 Fulton St., Fresno.
- NORTH COAST COUNTIES, in cooperation with USC School of Medicine, Hoberg's Resort, Lake County, April 10, 11 and 12, 1958. Chairman: Alfred A. Thurlow, Jr., M.D., 185 Sotoyome Ave., Santa Rosa.
- Contact: One of the chairmen listed above, or Mrs. Margaret H. Griffith, Director, Postgraduate Activities, California Medical Association, 417 So. Hill Street, Los Angeles 13. Madison 6-0683.
- AUDIO DICEST FOUNDATION, a nonprofit subsidiary of the C.M.A., now offers (on a subscription basis) a series of hour-long tape recordings designed to keep the physician abreast of current happenings in his particular field. Composed of practice-useful abstracts from 600 leading journals, with short lectures and editorial comments from prominent physicians, Audio Digest offers programs covering general practice, surgery, internal medicine, obstetrics and gynecology, and pediatrics.
- Contact: Claron L. Oakley, editor, 1919 Wilshire Blvd., Los Angeles 57.

Medical Dates Bulletin

JANUARY MEETINGS

- SOUTHWESTERN PEDIATRIC SOCIETY, Dinner Meeting, University Club, Los Angeles, January 15, 1958, 6:30 p.m. Guest speaker: Dr. Edmund Keeney, Medical Director, Scripps Clinic and Foundation. *Contact:* Robert G. Shirley, M.D., secretary, 11633 San Vicente Blvd., Los Angeles 49
- SOUTHERN CALIFORNIA CHAPTER, AMERICAN COLLEGE OF SURGEONS Annual Meeting, El Mirador Hotel, Palm Springs, January 17, 18 and 19, 1958. Contact: Max R. Gaspar, M.D., secretary-treasurer, 211 Cherry Avenue, Long Beach 2.
- CALIFORNIA CONFERENCE ON RURAL HEALTH Annual Meeting, Bakersfield Hacienda, Bakersfield, January 21 and February 1. Contact: Glenn Gillette, California Medical Association, 450 Sutter St., San Francisco 8.
- Orange County Heart Association 1958 Annual Symposium on Heart Disease, January 25, all day, Disneyland Hotel, Anaheim. *Contact:* Howard G. Buswell, executive director, P. O. Box 1704, Santa Ana.

FEBRUARY MEETINGS

- HIGHLAND ALAMEDA COUNTY HOSPITAL Sixth Annual Postgraduate Symposium, "Dynamics of Metabolic and Endocrine Disease," main auditorium, Highland Alameda County Hospital, Oakland, February 17, 18 and 19, 1958. Contact: L. W. Kinsell, M.D., director, 2701 Fourteenth Avenue, Oakland 6.
- COLORADO STATE MEDICAL SOCIETY Midwinter Clinical Session, February 18 to 21, Shirley-Savoy Hotel, Denver. Contact: Harvey T. Sethman, executive secretary, 835 Republic Bldg., Denver 2.
- Los Angeles Radiological Society Tenth Annual Midwinter Conference, Biltmore Hotel, Los Angeles, February 22 and 23, 9:30 a.m. *Contact:* John H. Eaton, M.D., secretary-treasurer, 65 N. Madison Ave., Pasadena 1.

MARCH MEETINGS

- International College of Surgeons 23rd Annual Congress of U. S. and Canadian Sections 11th Biennial International Congress, March 9 to 13, Hotel Ambassador, Los Angeles. *Contact:* J. M. de los Reyes, M.D., general chairman, 2010 Wilshire Blvd., Los Angeles 57.
- California Society of Plastic Surgeons Annual Meeting, March 20 to 22, Del Monte Lodge, Del Monte, California. Contact: Benjamin F. Edwards, M.D., 2200 Santa Monica Blvd., Santa Monica.

APRIL MEETINGS

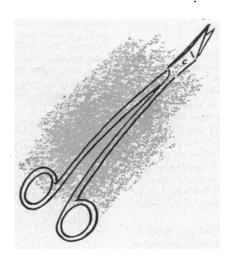
- CALIFORNIA TUBERCULOSIS AND HEALTH ASSOCIATION, CALIFORNIA TRUDEAU SOCIETY and the CALIFORNIA CONFERENCE OF TUBERCULOSIS WORKERS Annual Meeting, Sheraton-Palace Hotel, San Francisco, April 9 through 12, 1958. Contact: E. L. Daggett, director public information, 130 Hayes Street, San Francisco 2, HEmlock 1-8771.
- Valley Children's Hospital Spring Clinics, April 11 and 12. Roosevelt High School Auditorium, Fresno. Contact: Valley Children's Hospital, Fresno.

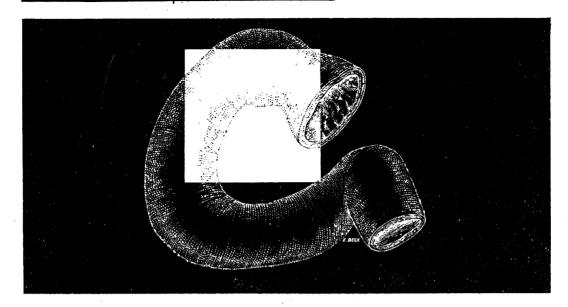
- AMERICAN COLLEGE OF OBSTETRICIANS AND GYNECOLOGISTS, April 21 to 23, Los Angeles. *Contact*: John C. Ullery, M.D., secretary, 15 South Clark St., Chicago 3.
- AMERICAN ACADEMY OF PEDIATRICS Annual Spring Session, Hotel Statler, New York City, April 21 to 23. Contact: W. J. Becker, business manager, 1801 Hinman Ave., Evanston, Ill.
- AMERICAN SOCIETY OF INTERNAL MEDICINE Annual Meeting, April 26 and 27, 1958, Chalfonte-Haddon Hall, Atlantic City, New Jersey. *Contact:* Claude P. Callaway, M.D., secretary-treasurer, 490 Post Street, San Francisco 2.
- California Medical Association Annual Meeting, Ambassador Hotel, Los Angeles, April 27 to 30. Contact: John Hunton, executive secretary, 450 Sutter St., San Francisco 8, or Ed Clancy, director, Public Relations, 417 South Hill St., Los Angeles 13.

SPRING AND SUMMER MEETINGS

- SOUTH DAKOTA MEDICAL ASSOCIATION Annual Meeting, May 17 to 20, Huron, South Dakota. *Contact:* John C. Foster, executive secretary, 300 First National Bank Building, Sioux Falls, S. D.
- WESTERN BRANCH, AMERICAN PUBLIC HEALTH ASSOCIATION Annual Meeting with Canadian Public Health Association, May 18 to 23, Vancouver, B. C. Contact: Mrs. L. Amy Darter, secretary-treasurer, 2151 Berkeley Way, Berkeley 4.

- AMERICAN LARYNGOLOGICAL ASSOCIATION, May 19 to 20, San Francisco. *Contact:* James H. Maxwell, M.D., secretary, University Hospital, Ann Arbor, Michigan.
- AMERICAN BRONCHO-ESOPHAGOLOGICAL ASSOCIATION, May 21 to 23, San Francisco. Contact: F. Johnson Putney, M.D., secretary, 1719 Rittenhouse Square, Philadelphia, Pa
- California Heart Association Annual Meeting, Scientific Session and Directors Meeting, Hacienda Motel, Fresno, May 23 to 25. Contact: J. Keith Thwaites, executive director, 1428 Bush St., San Francisco.
- AMERICAN COLLEGE OF CHEST PHYSICIANS 24th Annual Meeting, June 18 to 22, San Francisco. Contact: Mr. Murray Kornfeld, executive director, 112 East Chestnut St., Chicago 11, Ill.
- AMERICAN MEDICAL ASSOCIATION Annual Meeting, June 23 to 27, San Francisco. Contact: American Medical Association, 535 North Dearborn St., Chicago 10.
- AMERICAN PROCTOLOGIC SOCIETY, June 29 to July 3, Los Angeles. Contact: Norman D. Nigro, M.D., secretary, 10 Peterboro St., Detroit 1, Michigan.
- Washington State Medical Association Annual Convention, September 14 to 17, 1958, Spokane, Washington. Contact: Ralph W. Neill, executive secretary, 1309 Seventh Ave., Seattle, Wash.





Pro-Banthīne® provides rapid control of pain in peptic ulcer

In a two-year study¹ by Lichstein and coworkers, documented by intensive personal observation and by follow-up studies, Pro-Banthīne (brand of propantheline bromide) often brought immediate relief of ulcer pain. Patients (11 per cent) who did not respond satisfactorily to Pro-Banthīne therapy had "anxiety manifestations of psychoneurotic proportions."

In addition to frequent immediate symptomatic relief, Pro-Banthīne reduces gastrointestinal motility and diminishes the secretion and acidity of gastric juice, all-important factors in the generation and aggravation of peptic ulcer.

These actions of Pro-Banthīne and its demonstrated effectiveness in accelerating ul-

cer healing²⁻⁵ mark the drug as a most valuable adjunct in the treatment of peptic ulcer.

The suggested initial dosage is one 15-mg. tablet with meals and two tablets at bedtime. An increased dosage may be necessary for severe manifestations and then two or more tablets four times a day may be prescribed.

G. D. Searle & Co., Chicago 80, Illinois. Research in the Service of Medicine.

SEARLE

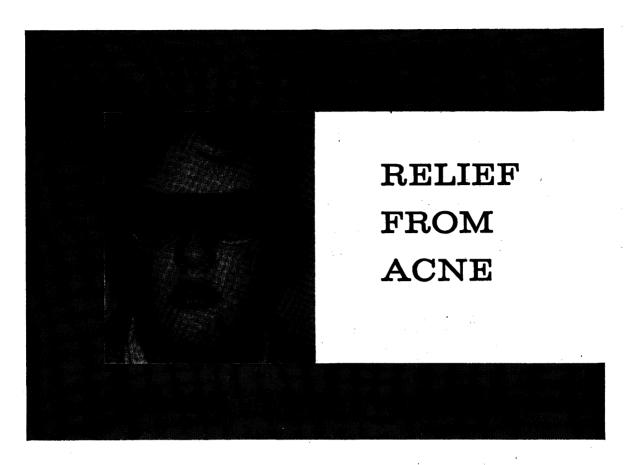
^{1.} Lichstein, J.; Morehouse, M. G., and Osmon, K. L.: Am. J. M. Sc. 232:156 (Aug.) 1956.

^{2.} Sun, D. C. H., and Shay, H.: Arch. Int. Med. 97:442 (April) 1956.

^{3.} Rafsky, H. A.; Fein, H. D.; Breslaw, L., and Rafsky, J. C.: Gastroenterology 27:21 (July) 1954.

^{4.} Schwartz, I. R.; Lehman, E.; Ostrove, R., and Seibel, J. M.: Gastroenterology 25:416 (Nov.) 1953.

^{5.} Silver, H. M.; Pucci, H., and Almy, T. P.: New England J. Med. 252:520 (March 31) 1955.



IN ACNE, Fostex Cream and Fostex Cake

- degrease, peel and degerm the skin
- unblock pores . . . help remove blackheads
- help prevent pustule formation
- minimize spread of infection

Fostex effectiveness is provided by Sebulytic[®] (sodium lauryl sulfoacetate, sodium alkyl aryl polyether sulfonate, sodium dioctyl sulfosuccinate) a new combination of surface active cleansing and wetting agents with remarkable antiseborrheic, keratolytic and antibacterial action, enhanced by sulfur 2%, salicylic acid 2% and hexachlorophene 1%.

Fostex is easy to use. The patient stops using soap on acne skin and starts washing with Fostex. Effective and well tolerated...assures patient acceptance and cooperation.

FOSTEX CREAM for therapeutic washing of the skin in the initial phase of the treatment of acne, when maximum degreasing and peeling are desired.



in 4.5 oz. jars

FOSTEX CAKE for maintenance therapy to keep the skin dry and substantially free of comedones.



in bar form

WESTWOOD PHARMACEUTICALS

Division of Foster-Milburn Co.

468 Dewitt Street

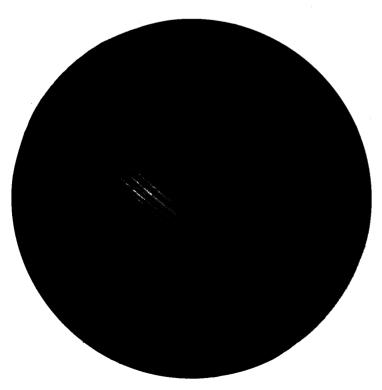
Buffalo 13, New York



For anxiety, tension and muscle spasm in everyday practice.

- well suited for prolonged therapy
- well tolerated, relatively nontoxic
- no blood dyscrasias, liver toxicity, Parkinson-like syndrome or nasal stuffiness

RELAXES <u>BOTH</u> MIND AND MUSCLE WITHOUT IMPAIRING MENTAL OR PHYSICAL EFFICIENCY



${f Miltown}$

 $tranquilizer with \ muscle-relaxant \ action$

2-methyl-2-**n**-propyl-1,3-propanediol dicarbamate — U. S. Patent 2,724,720

Supplied: 400 mg. scored tablets 200 mg. sugar-coated tablets

Usual dosage: One or two 400 mg. tablets t.i.d.

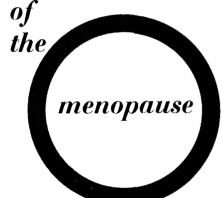
Literature and samples available on request

MILTOWN®	THE ORIGINAL MEPROBAMATE					
4	DISCOVERED & INTRODUCED BY					
	Wallace LABORATORIES					
9.0	NEW BRUNSWICK, NEW JERSEY					



Because it replaces half control with full control. Because it treats the whole menopausal syndrome. Because one prescription manages both the psychic and somatic symptoms.

Two-dimensional treatment



SUPPLIED: Bottles of 60 tablets. Each tablet contains:

Should be adjusted to individual requirements.

DOSAGE: One tablet t.i.d. in 21-day courses with one week rest periods.

Samples and literature on request.

Milpren

MILTOWN® + CONJUGATED ESTROGENS (EQUINE) A Proven Tranquilizer + A Proven Estrogen

WALLACE LABORATORIES, New Brunswick, N. J. who discovered and introduced Miltown, the original meprobamate.



On Research Project CL19823:

g with great new promise*

*Coming soon from Lederle

LEDERLE LABORATORIES DIVISIÓN, AMERICAN CYANAMID COMPANY, PEARL RIVER, NEW YORK



and the Protein Need

in Renal Disease

Prevailing opinion holds that during the nephrotic state—provided the kidneys are capable of excreting nitrogen in a normal manner—the patient should be given a diet high in protein (1.5 to 2 grams per kilogram of body weight daily). The purpose of such a diet is to replace depleted plasma protein and to increase the colloidal osmotic pressure of the blood.

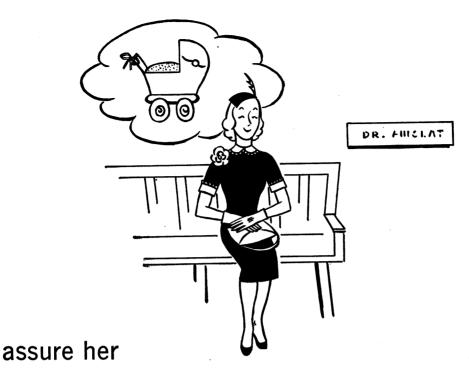
Sharp restriction of dietary salt appears indicated only in the presence of edema, but moderate restriction is usually recommended.

Lean meat is admirably suited for the diets prescribed in most forms of renal disease. It supplies relatively large amounts of high quality protein and only small amounts of sodium and chloride. Each 100 Gm. of unsalted cooked lean meat (except brined or smoked types) provides approximately 30 Gm. of protein, and only about 100 mg. of sodium and 75 mg. of chloride.

In addition to its nutritional contributions meat fulfills another advantageous purpose: It helps make meals attractive and tasty for the patient who must rigidly adhere to a restricted dietary regimen.

The nutritional statements made in this advertisement have been reviewed by the Council on Foods and Nutrition of the American Medical Association and found consistent with current authoritative medical opinion.

> American Meat Institute Main Office, Chicago... Members Throughout the United States



a more serene, a happier pregnancy
...without nausea

give her 4MAREDOX'®

Cyclizine Hydrochloride and Pyridoxine Hydrochloride

because

'Maredox' gives the expectant mother new-found relief from morning sickness.

relieves nausea and vomiting ________in pregnancy counteracts pyridoxine deficiency ______

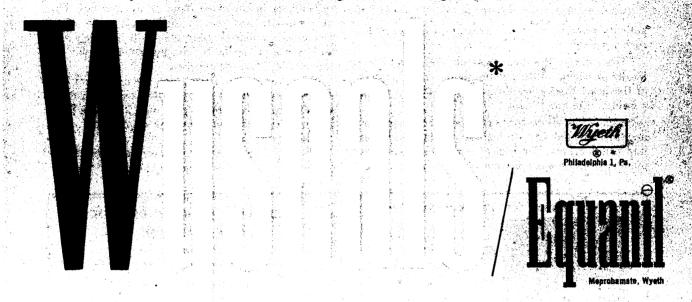
One tablet a day, taken either on rising or at night, is all that most women require.

Each tablet of 'Maredox' contains:
'Marezine' brand Cyclizine Hydrochloride.....50 mg.
Pyridoxine Hydrochloride50 mg.



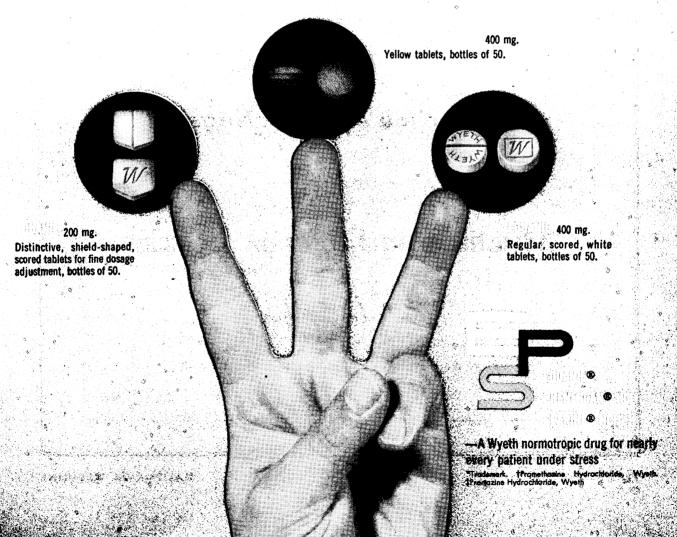
BURROUGHS WELLCOME & CO. (U.S.A.) INC., Tuckahoe, New York

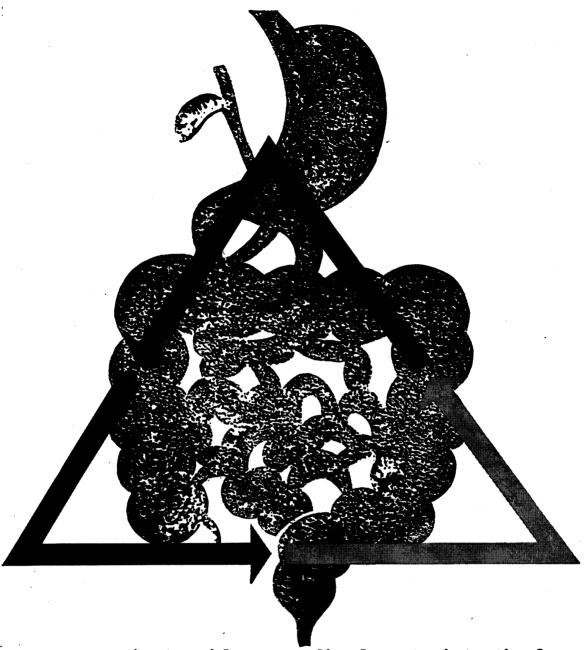
a new useful dosage form of Equanil



Especially coated, easy to swallow
Tranquilizer-conscious patients will not recognize new yellow tablets
Different from regular 400-mg. and 200-mg. tablets
Same indications, same dosage as original EQUANIL

NOW YOU HAVE A CHOICE OF 3 EQUANIL TABLETS





your patients with generalized gastrointestinal complaints need the comprehensive benefits of

Tridal[®]

(DACTIL® + PIPTAL® - in one tablet)

tapid, prolonged relief throughout the G.I. tract with unusual freedom from antispasmodic and anticholinergic side effects

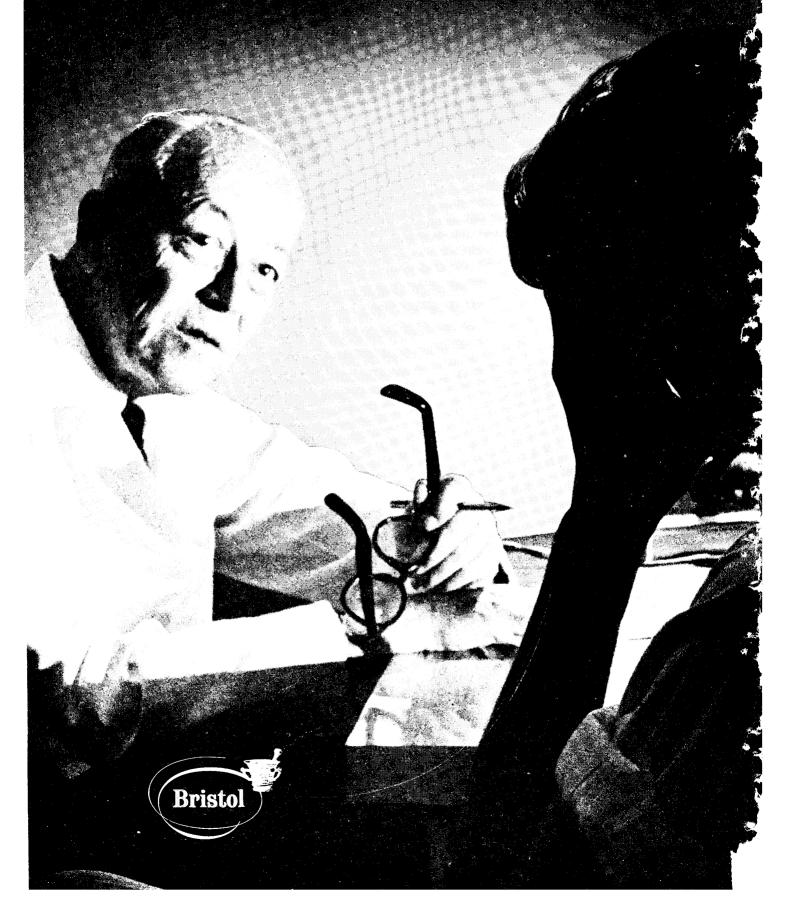
One tablet two or three times a day and one at bedtime. Each TRIDAL tablet contains 50 mg. of Dactil, the only brand of N-ethyl-3-piperidyl diphenylacetate hydrochloride, and 5 mg. of Piptal, the only brand of N-ethyl-3-piperidyl-benzilate methobromide.



14357









for faster, more certain control of infection

A single, pure drug (not a mixture)

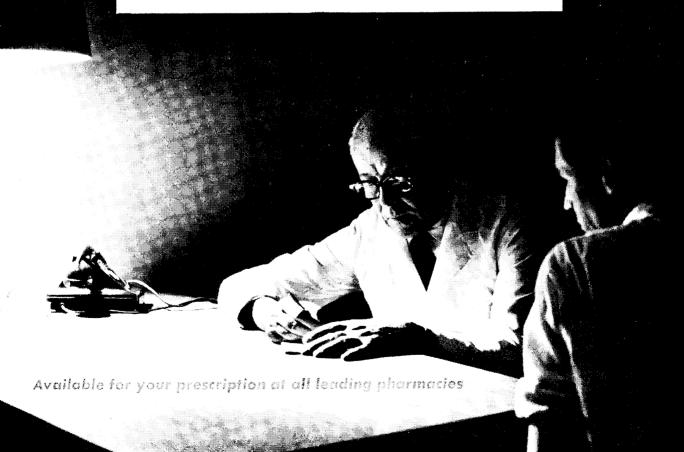
High tetracycline blood levels

Clinically "sodium-free"

Equally effective, b.i.d. or q.i.d.

Exceptionally free from adverse reactions

Dosage forms for every therapeutic need



state-approved laboratory

Sparkletts is the only bottled water company which maintains its own state-approved laboratory

SPARKLETTS DISTILLED* WATER-

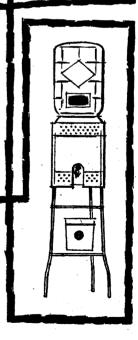
Contains less than 0.03 MG Sodium per 100 grams water...Less than 0.0531 MG Sodium per 6 ounce glass.

@1957 SPARKLETTS DRINKING WATER CORP.

*Recommend Sparkletts -- it merits your confidence.

(Sparkletts Distilled Water – U.S.P. XIV; Purified Water, U.S.P. XV.)

Available throughout Southern California





daytime diuresis

in cardiac edema



nighttime rest

Cardiac patients on DIAMOX do not show fluid and weight fluctuations, since DIAMOX is effective not only in the mobilization of edema fluid, but in the prevention of fluid accumulation as well. Excretion by the kidney is complete within 24 hours with no cumulative effects.¹

A highly versatile diuretic, DIAMOX has proved singularly useful in other conditions as well, including acute glaucoma, epilepsy, toxemia and edema of pregnancy, premenstrual tension and edema associated with obesity.

DIAMOX is well-tolerated orally, and even when given in large dosage serious side effects are rare. A single dose is active for 6 to 12 hours, offering convenient day-time diuresis and nighttime rest.

Supplied: Scored Tablets of 250 mg. Ampuls of 500 mg. for parenteral use. Syrup: bottles of 4 fluid ounces, 250 mg. per 5 cc. teaspoonful, peach flavor.

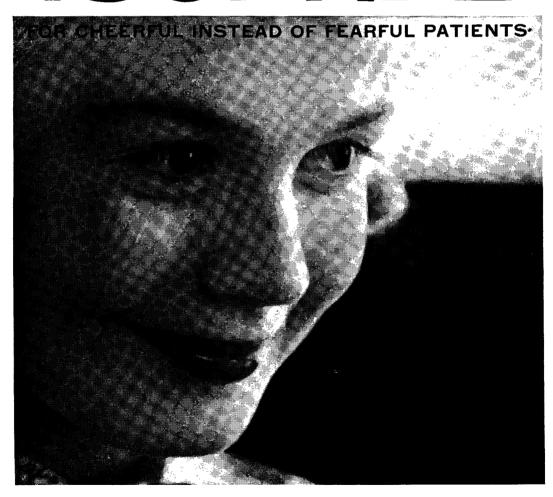
1. Goodman, L. S. and Gilman, A.: The Pharmacological Basis of Therapeutics, Ed. 2, The Macmillan Co., New York, 1955, p. 856.



orally for
dependable prophylaxissublingually for
fast relief

SUPREL

both-



FRANOLITABLETS

ASTHMATIC-

but cheerful instead of fearful

New Isuprel-Franol tablets bring round-the-clock relief plus emergency help against sudden attack. Anxiety stops when patients know they'll get relief in 60 seconds — relief that continues for four hours or more.

Isuprel HCl (10 mg. for adults, 5 mg. for children), the most potent bronchodilator known, makes up the outer coating. In a sudden attack, the patient puts the tablet under his tongue. Relief starts in 60 seconds. A unique feature is the "flavor-timer." As the Isuprel is absorbed a lemon flavor appears. When it disappears—about five minutes later—the patient swallows the tablet.

An unexcelled combination for prolonged bronchodilatation makes up the Isuprel-Franol core: benzylephedrine HCl (32 mg.), Luminal® (8 mg.) and theophylline (130 mg.). Swallowed, the tablet works for four hours or more.

Isuprel-Franol tablets are "... effective in controlling over 80% of patients with mild to moderate attacks of asthma."

1. Fromer, J. L., and DeRisio, V. J.: Lahey Clin. Bull. 10:45, Oct.-Dec., 1956.

Winthrop LABORATORIES New York 18, N.Y.

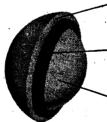


ISUPREL-FRANGL tablets (Isuprel HCl 10 mg.) for adults;

ISUPREL-FRANOL Mild tablets (Isuprel HCl 5 mg.) for children:

One tablet every three or four hours taken orally for continuous control of bronchospasm in chronic asthma. One tablet taken sublingually for sudden attack. "Flavor-timer" signals when patient should swallow. Bottles of 100 tablets.

"Flavor-timer" signals patients when to swallow tablets



ISUPREL

immediate effect sublingually – for emergency use

LEMON "FLAVOR-TIMER"

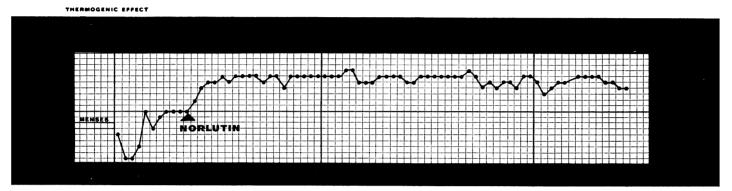
Disappearance of flavor is the signal to swallow

Theophylline Luminal Benzylephedrine Sustained action – reduces frequency and intensity of attacks

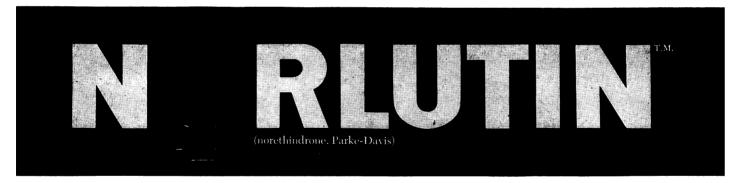
ISUPREL (BRAND OF ISOPROTERENOL), FRANCI, AND LUMINAL (BRAND OF PHENOBARBITAL), TRADEMARKS REG. U. S. PAT. OFF.

oral progestational agent with unexcelled potency and unsurpassed efficacy

With NORLUTIN you can now prescribe truly effective *oral* progestational therapy. Small oral doses of this new and distinctive progestogen produce the biologic effects of injected progesterone.



▲When NORLUTIN was administered to patients with uniphasic temperature curves and menstrual irregularities a rise in basal temperature occurred.*



major advance in female hormone therapy for certain disorders of menstruation and pregnancy involving deficiency of progestogen, such as primary and secondary amenorrhea, menstrual irregularity, functional uterine bleeding, endocrine infertility, habitual abortion, threatened abortion, premenstrual tension, and dysmenorrhea.

PACKAGING: 5-mg. scored tablets (C. T. No. 882), bottles of 30.

*Greenblatt, R. B.: J. Clin. Endocrinol. 16:869, 1956.



INTENSIFIED BROAD-SPECTRUM ANTIBIOTIC CONTROL



often the difference between rapid and delayed response



Tetracycline Phosphate Complex CAPSULES

"absorption with tetracycline phosphate complex [Tetrex] is about twice as efficient as that obtained with tetracycline hydrochloride"¹

practically sodium-free pure compound—not a mixture—freely indicated in low-sodium regimens

now toward
"saturation control"

in wringry

in urinary tract infection



Azotrex

intensified tetracycline control with Tetrex

potentiated in anti-infective concentration and range by sulfamethizole — outstanding sulfonamide for solubility, absorption, safety

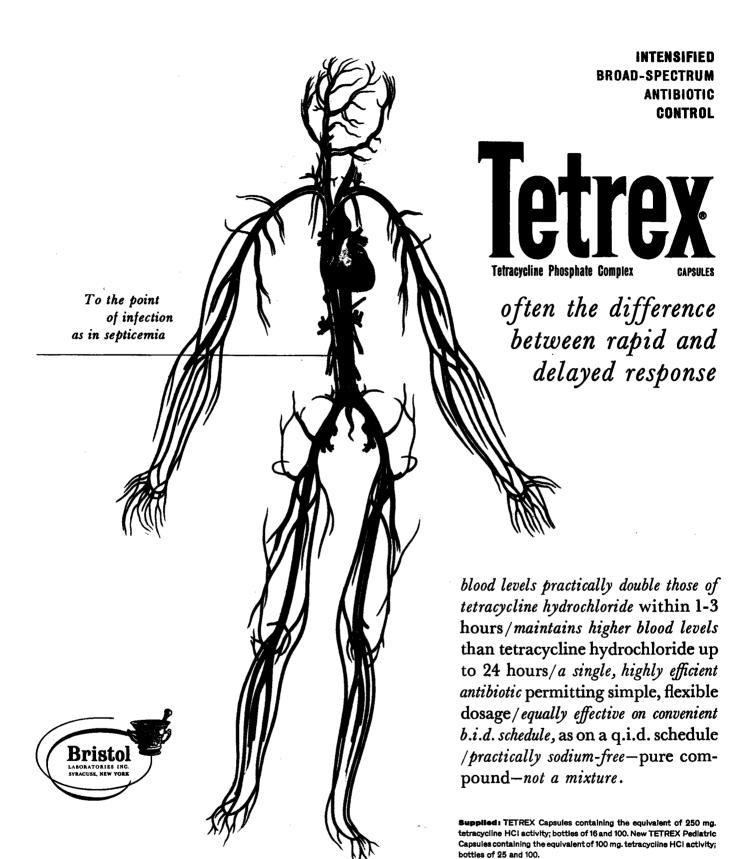
plus the remarkably rapid and specific g.u. analgesic action of phenylazo-diaminopyridine HCl in dysuria, frequency and urgency

Each AZOTREX Capsule contains:

Supplied: Bottles of 24 capsules



'DUANAT' REPRODUCTION, PAT. PENDING



'DUANAT' REPRODUCTION, PAT, PENDING

INTENSIFIED TETRACYCLINE CONTROL

new for respiratory

Integrated with
ANALGESIA CONTROL
ANTIHISTAMINE CONTROL

The only anti-infective preparation providing "all-factor" control through the (1) faster, higher blood levels and broad-range activity of TETREX (2) analgesic-antipyretic action of APC (3) notably potent antihistamine effects of BRISTAMIN, virtually free of somnolence.

Specific therapy for bacterial infections caused by tetracycline-sensitive organisms. Ideal adjunctive therapy in common respiratory infections for control of secondary bacterial invasion.

Convenient, economical.

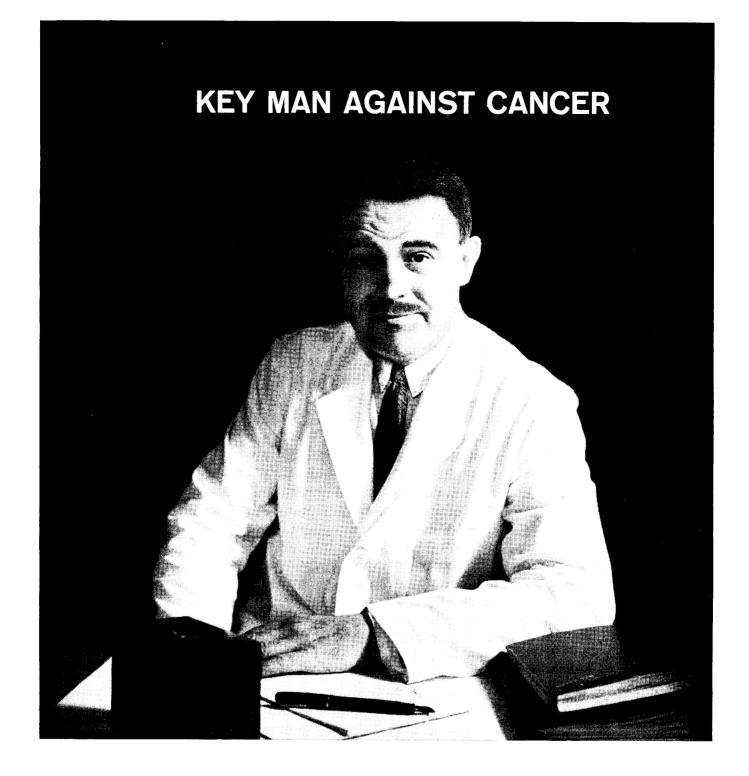
Each capsule contains:





'DUANAT' REPRODUCTION, PAT. PENDING.

infections



YOUR OFFICE, DOCTOR, is the "cancer detection center" which we urge all adults to visit once a year, and where early diagnosis of cancer can help save many thousands of lives. It is upon you that we largely rely for the carrying out of many aspects of our education, research and service programs. As members of our Boards of Directors — on the National, Division and Unit levels — it is your thinking and your guidance which are such vital factors in creating and executing our policies and programs.

You, of course, are concerned with all the ills affecting the human body. The American Cancer Society deals specifically with cancer. But our mutual concern—the tie that binds us inextricably—is the saving of human lives. Through your efforts, we may soon say—"one out of every two cancer patients is being saved." Indeed, with your help, cancer will one day no longer be a major threat.



Noludar

will put your patient

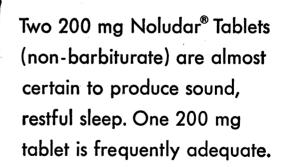
to sleep



and he will <u>not</u> awaken

with that knocked out

feeling



ROCHE LABORATORIES

Division of Hoffmann-La Roche Inc

Nutley 10, New Jersey

Noludar®—brand of methyprylon—non-barbiturate sedative-hypnotic



The many thousands of patients successfully treated with Signemycin* over the past year have confirmed the value of this safe and effective antibiotic agent. One further therapeutic resource is thereby provided the practicing physician who is faced daily in office and home practice with immediate diagnosis of common infections and the immediate institution of the most broadly effective therapy at his command, in his continuing task of the ever-extending control over human pathogens.

IGNE

Now buffered to produce higher, faster blood levels; specify the V form on your prescriptions.

Supply: SIGNEMYCIN V Capsules, 250 mg. Signemycin Capsules, 250 mg. and 100 mg. Signemycin for Oral Suspension, 1.5 Gm., 125 mg. per 5 cc. teaspoonful, mint flavor. Signemycin Intravenous, 500 mg. vials and 250 mg. vials, buffered with ascorbic acid.

PFIZER LABORATORIES, Division, Chas. Pfizer & Co., Inc. Brooklyn 6, N. Y.



World leader in antibiotic development and production

"Eighty-seven patients with various infections of the skin were treated over a period of six weeks with [Signemycin]. Excellent or good results were achieved in sixty-seven, including eleven of twenty-two patients refractory to other antibiotics."

Lewis, H. H.; Frumess, G. M., and Henschel, E. J.: Rocky Mountain M. J. 54:806 (Aug.) 1957.

"Results of treatment with oleandomycin-tetracycline of 50 infections [mostly respiratory] due to resistant organisms and 40 infections [respiratory, skin, urinary infections] due to sensitive organisms are very encouraging. In some of these patients, [Signemycin] was lifesaving, and in others surgery was made unnecessary. This confirms other reports."

Shubin, H.: Antibiotic Med. & Clin. Therapy 4:174 (March) 1957.

Based on case reports documented by independent investigators in 26 countries abroad, the clinical response obtained with Signemycin in 1404 patients with a wide variety of infections was successful in 1329 patients; in 13 cases only was it necessary to discontinue therapy because of side effects.

Report on 1404 Cases Treated with Signemycin: Medical Department,

Pfizer International. Available on request.

In 50 nonselected patients, Signemycin "...appears to be effective in the treatment of most general surgical infections, including virulent staphylococcus aureus infections. In some cases these infections had been clinically resistant to other antibiotics. The drug is apparently well tolerated."

Levi, W. M., and Kredel, F. E.: J. South Carolina M. A. 53:178 (May) 1957.

Of 50 patients with various infectious processes, 26 had not responded to previous antibiotic therapy. With Signemycin "Ninety-six per cent of the mixed infections were clinically controlled. . . . and in none of the cases was there any reason to discontinue the drug."

Winton, S. S., and Chesrow, E.: Antibiotics Annual 1956-1957, New York, Medical Encyclopedia, Inc., 1957, p. 55.

p. 55.
Signemycin in 79 patients with severe soft tissue infections: "The average response of these cases was excellent and inflammatory symptoms subsided with almost uniform rapidity....The magnitude and incidence of surgical intervention was reduced....Side reactions were minimal...."

LaCaille, R. A., and Prigot, A.: Antibiotics Annual 1956-1957, New York, Medical Encyclopedia, Inc., 1957, p. 67.

Five groups of patients (total 211) with acne were treated with one of five antibiotic agents, including Signemycin (55 cases). "The results were evaluated taking into consideration the usual response to such conservative conventional therapy and the rapidity of response." In 8 weeks, Signemycin rapidly attained and maintained the highest percentage of efficacy of antibiotic agents tried.

Frank, L., and Stritzler, C.: Antibiotic Med. & Clin. Therapy 4:419 (July) 1957.

In the treatment of 78 patients with tropical infections, some complicated by multiple bacterial contamination or present for years, Signemycin was found to be "... an exceptionally effective agent," requiring smaller doses and less extended periods of therapy than with the tetracyclines alone, and "caused no notable toxic reactions."

Loughlin, E. H., and Mullin, W. G.: Antibiotics Annual 1956-1957, New York, Medical Encyclopedia, Inc., 1957, p. 63.

OLEANDUMYCIN TETRACYCLINE-PHOSPHATE BUFFERED

PROVED CLINICALLY EFFECTIVE

Supplied:

SIGNEMYCIN V CAPSULES containing 250 mg. (oleandomycin 83 mg., tetracycline 167 mg.), phosphate buffered. Bottles of 16 and 100.

SIGNEMYCIN† CAPSULES—250 mg. (oleandomycin 83 mg., tetracycline 167 mg.), bottles of 16 and 100; 100 mg. (oleandomycin 33 mg., tetracycline 67 mg.), bottles of 25 and 100.

SIGNEMYCIN FOR ORAL SUSPENSION—1.5 gm., 125 mg. per 5 cc. teaspoonful (oleandomycin 42 mg., tetracycline 83 mg.), mint flavored, bottles of 2 oz.

SIGNEMYCIN INTRAVENOUS—500 mg. vials (oleandomycin 166 mg., tetracycline 334 mg.), and 250 mg. vials (oleandomycin 83 mg., tetracycline 167 mg.); buffered with ascorbic acid.

*Trademark, oleandomycin tetracycline
†Trademark

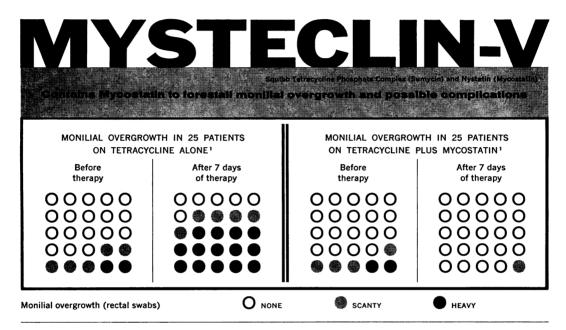


When specifying buffered Signemycin V be sure to write the V on your Rx

Now...victory over infections

- pharmacodynamically superior
- · therapeutically unsurpassed

With Mysteclin-V you get faster and greater absorption of tetracycline than ever attainable in the past... providing all the benefits of well-established tetracycline therapy. For practical purposes, Mysteclin-V is sodium-free.



Mycostatin in Mysteclin-V prevents gastrointestinal monilial overgrowth, thereby minimizing the possibility of antibiotic-induced monilial superinfection.

Supply	Tetracycline phosphate complex, equiv. to tetracycline HCI (mg.)	Mycostatin (units)	Packaging
Capsules (per capsule)	250	250,000	Bottles of 16 and 100
Half-Strength Capsules (per capsule)	125	125,000	Bottles of 16 and 100
Suspension (per 5 cc.)	125	125,000	2 oz. bottles
Pediatric Drops per cc.—20 drops	100	100,000	10 cc. bottles with dropper

^{1.} Childs, A. J.: British M. J. 1:660 (March) 1956.

SQUIBB Squibb Quality—the Priceless Ingredient	CLIN'®, 'SUNYCIN' AND 'MYCOSTATIN'® ARE SQUIBB TRADEM.
------------------------------------------------	--------------------------------------------------------



ULTRAN

... helps restore normal emotional composure without impairing mental acuity

Dosage: Usually 1 pulvule t.i.d. Supplied: As attractive turquoiseand-white pulvules of 300 mg. 'Ultran' quickly allays anxiety and tenseness. Broadly evaluated under carefully controlled conditions, 'Ultran' has been shown to be unusually safe. There are no contraindications. It is chemically unique—not related to any other tranquilizer.

ELI LILLY AND COMPANY . INDIANAPOLIS 6, INDIANA, U.S.A.

74131



asiatic or american?

Whether the patient's influenza originated in Asia, Albuquerque or Akron, current authoritative recommendations are that it requires symptomatic treatment plus bed rest.

Let the analgesic and decongestive effectiveness of Numotizine be your mainstay in relieving the discomforting chest congestion of flu, as well as colds, tonsillitis and other respiratory conditions.

NUMOTIZINE®

Analgesic Decongestive Cataplasm

A single application lasts 8 hours or more, after which time it may be conveniently replaced with a fresh application.

Numotizine contains guaiacol, beechwood creosote and methyl salicylate in an improved polyol-kaolin base. Supplied in 4, 8, 15 and 30 oz. jars.

HOBART LABORATORIES, INC. · Chicago 10, Illinois

On Research Project CL19823:

Creating a major drug with great new grounts

*Coming soon

Lederle

RATORIES DIVISION, AMERICAN GYAN,

FARI PIVER-NEW VOI



why Dimetane is the best reason yet for you to re-examine the antihistamine you're now using ${\bf >} Milligram\ for\ milligram$,

DIMETANE potency is unexcelled. DIMETANE has a therapeutic index unrivaled by any

other antihistamine—a relative safety unexceeded by any other antihistamine. DIMETANE, even in very low dosage, has been effective when other antihistamines have failed. Drowsiness, other side effects have been at the very minimum.

Diagnosis	No. of Patients	Response			Side Effects	
		Excellent	Good	Fair	Negative	
Allergic rhinitis and vaso- motor rhinitis	30	14	9	5	2	Slight Drowsiness (3)
Urticaria and angioneurotic edema	3	1	۱,	1		Dizzy (1)
Allergic dermatitis	2		1	ı		Slight Drowsiness (2)
Bronchial asthma Pruritus	1		1			-
Total	37	15	13	7	2	Drowsiness (5) 16.2% Dizzy (1)

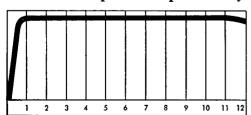
» unexcelled antihistaminic action

From the preliminary Dimetane Extentabs studies of three investigators. Further clinical investigations will be reported as completed.



DIMETANE IS PARABROMDYLAMINE MALEATE - EXTENTABS 12 Mg., TABLETS 4 Mg., ELIXIR 2 Mg. PER 5 CC.

a blanket of allergic protection, covering 10-12 hours—with just one Dimetane Extentab » DIMETANE Extentabs protect patient for 10-12 hours on one tablet.



Periods of stress can be easily handled with supplementary DIMETANE Tablets or Elixir to obtain maximum coverage.

A. H. ROBINS CO., INC.

Dosage:

Adults—One or two 4-mg. tabs.
or two to four teaspoonfuls
Elixir, three or four times daily.
One Extentab q.8-12 h.
or twice daily.
Children over 6—One tab.
or two teaspoonfuls Elixir t.i.d.
or q.i.d., or one Extentab q.12h.
Children 3-6-½ tab.
or one teaspoonful Elixir t.i.d.



a *penetrant* emulsion for chronic constipation

KONDREMUL

® (PLAIN)

COLLOIDAL EMILISION OF MINERAL OIL AND IRISH MOSS

permeates the hard, stubborn stool of chronic constipation with millions of microscopic oil droplets, each encased in a film of Irish moss... makes it more movable



KONDREMUL (Plain)—Pleasant-tasting and non-habit-forming. Contains 55% mineral oil. Supplied in bottles of 1 pt.

KONDREMUL (With Cascara) – 0.66 Gm. nonbitter Ext. Cascara per tablespoon. Bottles of 14 fl.oz.

KONDREMUL (With Phenolphthalein)—0.13 Gm. phenolphthalein (2.2 gr.) per tablespoon. Bottles of 1 pt.

When taken as directed before retiring, KONDREMUL does not interfere with absorption of essential nutrients.

THE E. L. PATCH CO. - STONEHAM, MASSACHUSETTS

Functional and Organic Control

Gastro-Intestinal Irritability and Tension

MONODRAL with MEBAR

TABLETS

 $\mathcal{P}\!\mathit{otent}$ antisecretory • anticholinergic • sedative

Each tablet contains:

Monodral bromide Mebaral

5 mg. 32 mg.

Dependable control of hyperacidity and hypermotility. Spasmolysis. Prompt and prolonged pain relief. Tranquillity without drowsiness.

Peptic ulcer, 1 or 2 tablets three or four times daily. Other gastro-intestinal disorders, 1 tablet three or four times daily.

Bottles of 100 tablets.

Steamaling PEPTIC ULCER

Protective coating and mild astringent effect of CREAMALIN promote healing of peptic ulcer.

CREAMALIN

Inhibition of vagus nerve by MONODRAL with MEBARAL results in reduction of acidity and hypermotility

Winthrop

low back pain

begins to yield in hours

 "... is an orally effective and safe antispasmodic drug. Results are prompt, and gratifying to the patient. The number of office visits... is reduced significantly. The dosage schedule is simple... side actions are minimal..."
"No toxic side actions were noted."

Finch, J. W.: Orphenadrine (Disipal) in Skeletal Muscle Disorders. To be published.

Dosage: 1 tablet (50 mg.) t.i.d. In Parkinsonism when used in combination with other drugs, smaller dosage may suffice.

Disipal

*Trademark of Brocades-Stheeman . & Pharmacia. U.S. Patent No. 2,567,351. Other patents pending.

Riker) LOS ANGELES Brand of Orphenadrine HCI





The transistors, printed wiring panels and smaller galvanometer that help make the new 18 pound VISETTE ecg the size of a brief case also make possible another—and equally important—advantage: ruggedness. Metalencased transistors, most of them smaller than a pencil eraser, are used in place of many vacuum tubes in the Visette circuit; they can withstand extreme jolts, jars and vibration without damage. And instead of dozens of connections which would ordinarily be made with wire, conductive paths are printed on small, rigid phenolic panels. The Visette's direct-writing galvanometer, too, is designed for increased resistance to both physical and electrical hazards. The rigid metal frame and chassis, to which all units are anchored, is then housed in an outer case of high impact Royalite, reinforced with metal strips at points of greatest strain.

Here is true portability—a carefully designed combination of light weight (that every nurse and technician will appreciate); small size (that requires the same space on your desk as a letterhead); and ruggedness, that assures continued accuracy of operation after countless trips in your car, on hospital and house calls, wherever your Visette is required. Handy "companions" for the Visette include a protective vinyl Weather Cover, and a compact, attractive table for office use of the Visette.

You can take it with you - with confidence.



SANBORN COMPANY

MEDICAL DIVISION

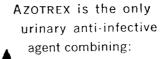
175 Wyman St., Waltham 54, Mass.

GLENDALE Branch Office, 203 South Verdugo Road . Chapman 5-6761 and 5-6762 SAN FRANCISCO Branch Office, 2310 Irving Street Lombard 4-1900 SAN DIEGO Branch Office, Bank of America Building . . . Belmont 9-5653

18 lbs. TRANSISTORIZED \$625 del.

An informative four-page folder

describes and pictures all major characteristics of the new Model 300 Visette electrocardiograph. Copies available on request.



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 antibiotic efficiency of
 TETREX—the original
 tetracycline phosphate
 complex which provides faster and higher
 blood levels;
 - (2) the chemotherapeutic effectiveness of sulfamethizole—outstanding for solubility, absorption and safety;
 - (3) the pain-relieving action of phenylazo-diamino-pyridine HCI—long recognized as a urinary analgesic.

Literature and clinical supply on request



LABORATORIES INC., SYRACUSE, NEW YORK

This unique formulation assures faster and more certain control of urinary tract infections, by providing comprehensive effectiveness against whatever sensitive organisms may be involved. Indicated in the treatment of cystitis, urethritis, pyelitis, pyelonephritis, ureteritis and prostatitis due to bacterial infection. Also before and after genitourinary surgery and instrumentation, and for prophylaxis.

In each AZOTREX Capsule:

TETREX (tetracycline phosphate complex) 125 mg.

Sulfamethizole 250 mg.

Phenylazo-diaminopyridine HCl 50 mg.

Min. adult dose: 1 cap. q.i.d.

Feeding Newborns

Successful infant feeding depends on effective planning of the newborn's nutritional regimen. The first feeding, 12 hours after birth, may consist of a prelacteal solution of KARO® Syrup. This should be offered in one or two ounce amounts at two hour intervals for 24 to 48 hours to fulfill the high water requirement during the first week of life. Breast feeding may be initiated on the second day for five minute intervals to obtain colostrum and stimulate breast secretion. However, the prelacteal feeding is continued thereafter and between nursings.

Artificial feeding is offered on the second day if breast feeding is denied. Small infants are fed at three hour intervals and large infants at four hour intervals. The initial formula usually is a low caloric milk mixture to enable gradual adaptation of the feeding to the infant's tolerance. Concentration of the formula is gradually increased at intervals of several days, in the absence of digestive disturbances. The infant should be fed in a semi-reclining position, burped during and after feeding, and kept on his right side or abdomen undisturbed for an hour.

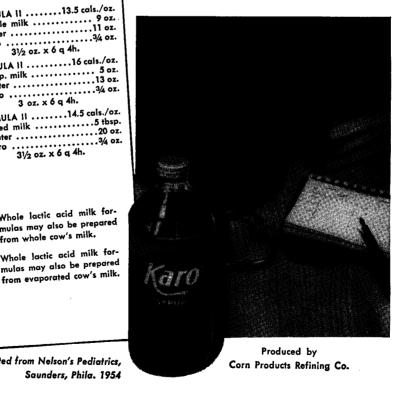
The same problems of infant feeding recur from generation to generation, but solutions may differ with each era. The carbohydrate requirement for all infants is as completely fulfilled by KARO Syrup today as a generation ago. Whatever the type of milk adapted to the individual infant, KARO Syrup may be added confidently because it is a balanced mixture of low molecular weight sugars, readily miscible. well tolerated, palliative, hypoallergenic, resistant to fermentation in the intestine, easily digestible, readily absorbed and non-laxative. It is readily available in all food stores.

FIRST FORMULAS FOR NEWBORNS ADAPTED ACCORDING TO TOLERANCE

	ORMULA I	FORMULA II13.5 cals./oz. Whole milk
F*	Xaro 31/2 oz. x 6 q 4h.	31/2 oz. x o q ali. FORMULA II
	Water	. Karo
	Water	*Whole lactic acid milk for- z. mulas may also be prepared z. from whole cow's milk.

Adapted from Nelson's Pediatrics, Saunders, Phila. 1954

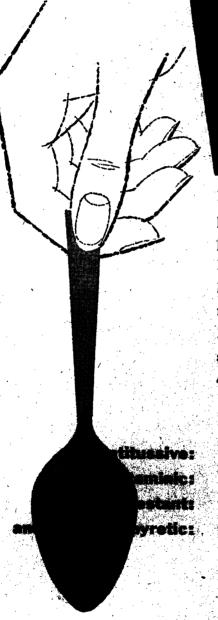
MEDICAL DIVISION CORN PRODUCTS REFINING CO. 17 Battery Place, New York 4, N. Y.



FORMULA III18 cals./oz. Dried milk 6 tbsp. Water20 oz. 31/2 oz. x 6 q 4h.

Announcing

ROMILAR CF



the <u>new</u>, complete <u>Cold Formula</u>

Romilar CF brings new comfort and ease to your patients with colds and other respiratory disorders by providing more complete symptomatic control. Romilar CF syrup combines the benefits of an antihistaminic, a decongestant, and an analgesic-antipyretic with the effective cough suppressant action of Romilar Hydrobromide* — the non-narcotic cough specific with codeine's antitussive effect but without codeine's side effects.

Each teaspoonful (5 cc) of Romilar CF provides:

Romilar Hydrobromide 15 mg

Chlorpheniramine Maleate 1.25 mg

Phenylephrine Hydrochloride 5 mg

N-acetyl-p-aminophenol 120 mg

ROCHE LABORATORIES

Division of Hoffmann-La Roche Inc

Nutley, New Jersey

*Brand of dextromethorphan hydrobromide

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for senile psychoses

an ideal cerebral tonic and stimulant for the aged

NICOZOL relieves mental confusion and deterioration, mild memory defects and abnormal behavior patterns in the aged.

NICOZOL therapy will enable your senile patients to live fuller, more useful lives. Rehabilitation from public and private institutions may be accomplished for your mildly confused patients by treatment with the Nicozol formula. 1, 2, 3,

NICOZOL is supplied in capsule and elixir forms. Each capsule or ½ teaspoonful contains:

Pentylenetetrazol...100 mg. Nicotinic Acid......50 mg.

- 1. Levy, S., JAMA., 153:1260, 1953
- 2. Thompson, L., Procter R., North Carolina M. J., 15:596, 1954
- 3. Thompson, L., Procter, R., Clin. Med., 3:325, 1956

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DRUG SPECIALTIES, INC. WINSTON-SALEM 1, N. C.

for professional samples of **NICOZOL** capsules and literature on **NICOZOL** for senile psychoses.

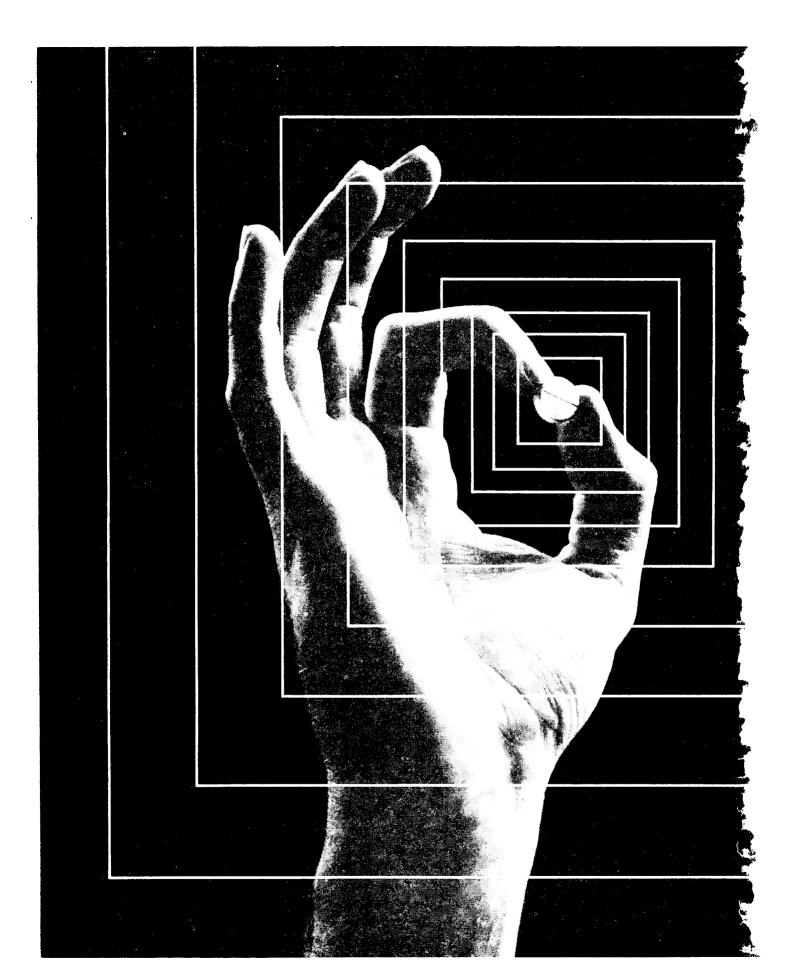
Sole distributors in California: The Brown Pharmaceutical Co., Los Angeles



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NORMAL BEHAVIOR PATTERN





a new era

in sulfa therapy

SULFAMETHOXYPYRIDAZINE (3-SULFANILAMIDO-6-METHOXYPYRIDAZINE) LEDERLE

New authoritative studies show that KYNEX dosage can be reduced even further than that recommended earlier. Now, clinical evidence has established that a single (0.5 Gm.) tablet maintains therapeutic blood levels extending beyond 24 hours. Still more proof that KYNEX stands alone in sulfa performance—

- Lowest Oral Dose In Sulfa History—0.5 Gm. (1 tablet) daily in the usual patient for maintenance of therapeutic blood levels
- Higher Solubility—effective blood concentrations within an hour or two
- Effective Antibacterial Range—exceptional effectiveness in urinary tract infections
- Convenience—the low dose of 0.5 Gm. (1 tablet) per day offers optimum convenience and acceptance to patients

NEW DOSAGE. The recommended adult dose is 1 Gm. (2 tablets or 4 teaspoonfuls of syrup) the first day, followed by 0.5 Gm. (1 tablet or 2 teaspoonfuls of syrup) every day thereafter, or 1 Gm. every other day for mild to moderate infections. In severe infections where prompt, high blood levels are indicated, the initial dose should be 2 Gm. followed by 0.5 Gm. every 24 hours. Dosage in children, according to weight; i.e., a 40 lb. child should receive ½ of the adult dosage. It is recommended that these dosages not be exceeded.

TABLETS: Each tablet contains 0.5 Gm. $(7\frac{1}{2} \text{ grains})$ of sulfamethoxypyridazine. Bottles of 24 and 100 tablets.

SYRUP: Each teaspoonful (5 cc.) of caramel-flavored syrup contains 250 . mg. of sulfamethoxypyridazine. Bottle of 4 fl. oz.

1. Nichols, R. L. and Finland, M.: <u>J. Clin. Med.</u> 49:410, 1957.



in acne



"results were uniformly encouraging"

phisohex sudsing, nonalkaline antibacterial detergent—nonirritating, bypoallergenic.

The acne skin that is "surgically clean" is the one most likely to clear completely. Hodges¹ found that standard acne treatment usually results in "mediocre success" for most patients. The addition of pHisoHex® washings to standard treatment produced results that far excel any obtained previously.

pHisoHex, a powerful antibacterial skin cleanser containing hexachlorophene, removes oil and virtually all the bacteria from the skin surface.

For best results prescribe from four to six pHisoHex washings of the acne area daily.

1. Hodges, F. T.: GP, 14:86, Nov., 1956. pHisoHex, trademark reg. U. S. Pat. Off.

Winthrop LABORATORIES New York 18, N.Y.

optimal dosages for ATARAX.
based on thousands of case histories:

mg.(q.i.d.)

for these **25** adult indications:

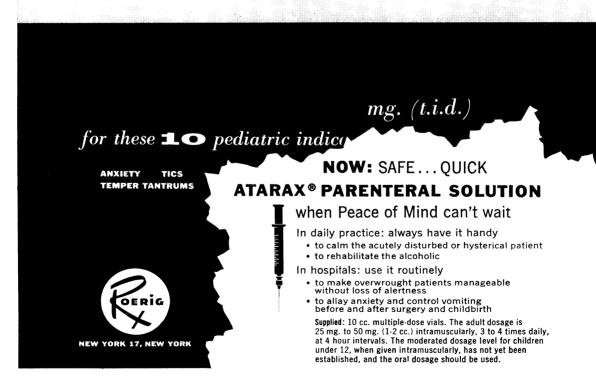
SENILE ANXIETY MENOPAUSAL SYNDROME TICS FUNCTIONAL G. I. DISORDERS HYPOCHONDRIASIS PRE-OPERATIVE ANXIETY PHORIA PRENATAL ANXIETY . AND ADJUNCTIVELY IN CEREBRAL ARTERIOSCLEROSIS **HYSTERIA** PEPTIC ULCER HYPERTENSION COLITIS NEUROSES DYSPNEA INSOMNIA PRURITIS ASTHMA ALCOHOLISM DERMATITIS PARKINSONISM PSORIASIS

perhaps the safest ataraxic known

PEACE OF MIND ATARAX

Supplied: In tiny 10 mg. (orange) and 25 mg. (green) tablets. Also now available in 100 mg. tablets. Bottles of 100. ATARAX Syrup, 10 mg. pertsp., in pint bottles. Prescription only.

Tablets-Syrup



In Head Colds

nd allergic rhinitis, sinusitis, nasopharyngitis

tal Area Decongestion

Actual Vest-Pocket Size

Shatterproof, leakproof, spillproof

Tissue-compatible medication

Maximal effect from small dosage

Safe for children too

Stainless steel vial

Provides at least 200 identical inhalations

Gentle aerosol-propelled vapor

Measured-dose valve prevents haphazard dosage and waste

Sterifizable, removable unbreakable plastic nasal adapter

MEASURED-DOSE NASAL AEROSOL NEBULIZATION

Effective, Well Tolerated, 4-Pronged Attack

- VASOCONSTRICTIVE
- ANTI-INFLAMMATORY
- DECONGESTIVE
- ANTIBACTERIAL

Each cc. contains phenylephrine HCl 3.6 mg., phenylpropanolamine HCl 7.0 mg., neomycin sulfate 1.5 mg. (equivalent to 1.0 mg. of neomycin base), and hydrocortisone 0.6 mg., suspended in an inert, nontoxic aerosol vehicle.

ANOTHER





Make measles easier for Mary

Cutter Polio Immune Globulin.

administered between the third and tenth day after exposure to measles reduces the severity of fever, conjunctivitis and coryza. And, since modification does not interfere with antibody formation, active immunity to measles results.

Highly concentrated Cutter Polio Immune Globulin provides 20 to 1 normal antibody equivalents for smaller dosage, and is derived from freshly pooled adult venous blood.

For Those 7 Crucial Days ... Dosage Schedule for Measles

Modification 0.02 cc. per lb. administered during the 3rd through 5th day of Incubation Period.
0.04 cc. per lb. administered during the 6th through 10th day of Incubation Period.

Cutter Polio Immune Globulin is also recommended for reduction of the incidence of paralytic poliomyelitis because of its high poliomyelitis antibody level; in prevention of infectious hepatitis and in the treatment of hypogammaglobulinemia.

POLIO

Immune Globulin

(Gamma Globulin) available in 2 cc. and 10 cc. vials



fine pharmaceuticals for 60 years



For a chart showing a diagrammatic representation of a course of typical measles, prepared especially for physicians, write Dept. 27-M